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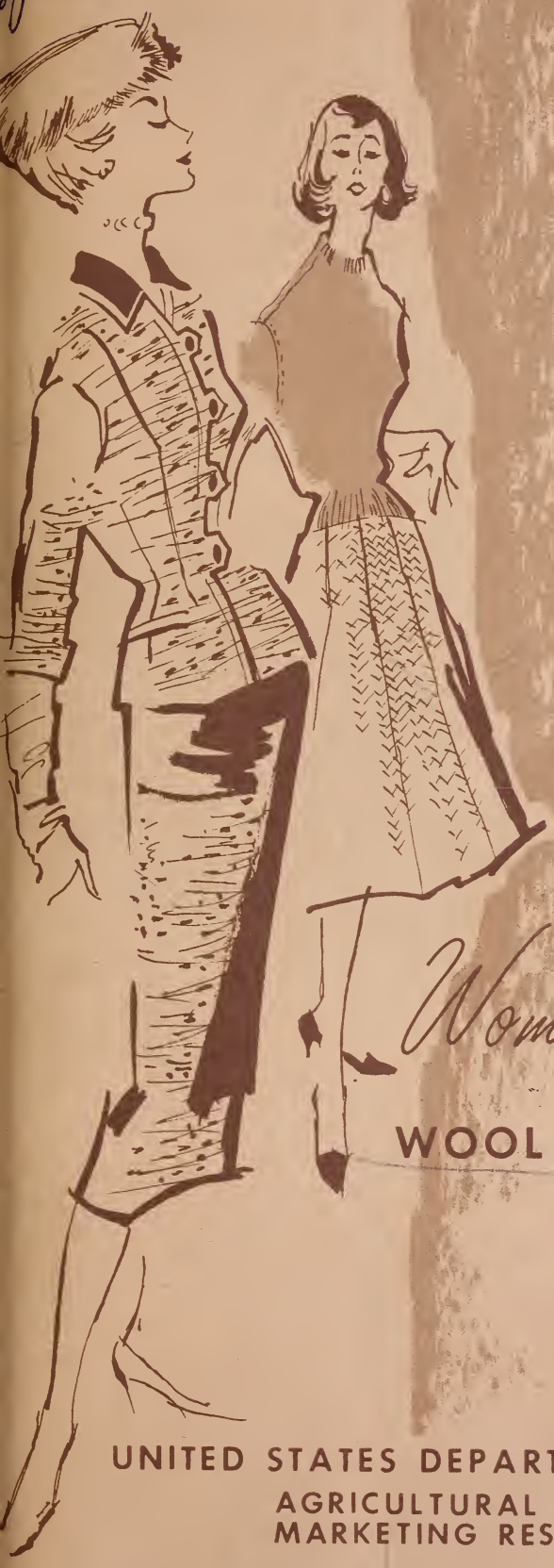

Women's Attitudes TOWARD WOOL AND OTHER FIBERS

PART I---Suits, Skirts, Sweaters

PART II--Home Sewing, Knitting, Needlework

UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
MARKETING RESEARCH DIVISION

MARKETING RESEARCH REPORT NO. 153

This report presents the findings of a survey among women in the United States to gain information on their use of and attitudes toward wool and other fibers in sweaters and in fall, winter and spring suits and skirts, with supplementary information on sweaters from a survey among girls 14 to 17 years of age. A separate section carries information on women's home sewing and needlework practices.

The study is one of a series dealing with consumer preferences for farm products conducted by the Market Development Branch, Marketing Research Division. Milton Jacobs participated in planning and Lela Yvonne Clayton assisted in analysis of the data. The project was under the general direction of Trienah Meyers.

Technical advice during the development of the specifications of the study was provided by Agricultural Research Service, The Wool Bureau, Inc., National Knitted Outerwear Association, and Geigy Chemical Corporation.

Under contract with the United States Department of Agriculture, Stewart, Dougall & Associates, Inc., of New York, designed the sample, prepared the questionnaire, and collected and processed the data for the major part of the study -- that dealing with women. Florence R. Skelly headed the Stewart, Dougall research team. Data for the teenage girls were collected and processed by Audits & Surveys, Inc., New York, as part of a separate contract.

WOMEN'S ATTITUDES TOWARD

W O O L A N D O T H E R F I B E R S

PART I ------ SUITS, SKIRTS, SWEATERS

PART II ------ HOME SEWING, KNITTING, NEEDLEWORK

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

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WOMEN'S ATTITUDES TOWARD WOOL AND OTHER FIBERS

By Esther S. Hochstim, project director
Market Development Branch

INTRODUCTION

The introduction in recent years of the new synthetic fibers--nylon, "Dacron,"[1] and "Orlon"[1]--into the clothing field poses many problems for producers and marketers of natural fibers. Faced with increasing competition, the natural fiber industry must evaluate the appeals to the public of competitive fibers and find means to make its products more salable.

As part of the Department of Agriculture's program to further the consumption of farm products, the Market Surveys Section of the Market Development Branch conducted a nationwide survey of women's attitudes toward wool and other fibers in fall, winter, and spring suits and skirts, and in sweaters. Because young girls constitute an especially important market for sweaters, a separate study among 14 to 17 year old girls carried questioning on their uses of and attitudes toward sweater fibers; and that information is included in this report. Interviewing for the two surveys was done in September to December 1955.

Important to production, marketing, and textile research people in creating a more acceptable product are answers to such questions as: "What fibers are being bought and used by what types of people?" "What are the virtues of the various fibers, as seen by the public?" "What faults need to be corrected?" "How important are certain special appeals of competitive fibers to consumers?" Part I of this survey provides answers to these and other questions for suits, skirts, and sweaters as seen by women in the nation as well as young girls' attitudes on sweaters. The picture is rounded out by information on shopping, on women's ownership and impressions of imported woolens, on their awareness of and attitudes toward labeling of consumer woolens, and on their mothproofing practices.

Part II is concerned with another important aspect of the market for fibers and yarns -- those used in home sewing and knitting.

Conduct of the Survey

All the information was gathered by personal interviews taken in the homes of respondents. The questionnaire had been carefully pretested to

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1/ Trademarks.

assure that the questions were understandable and would elicit useful information. Interviews took from 1 to 1 3/4 hours, with the average about 1 1/4 hours. The questionnaire used with women is reproduced in the Appendix.

Who Was Interviewed

The nationwide sample of households in which interviews were conducted with women was drawn by an area probability design. By means of multistage probability selection, 88 primary sampling units were drawn in which clusters of households were assigned for interview.

Interviewers were required to interview in the assigned households only, and no substitutions were permitted if the assigned women were not at home or were unwilling to answer the questions. The homemaker in each household and any other women between 18 and 65 years of age living in the household were eligible for interview. The sample of 2,425 women questioned was designed to be representative of all women between 18 and 65 years of age and all homemakers regardless of age living in households in the United States. It is estimated that there are approximately 52,848,000 such women in the nation.2/

The sample of girls was also chosen by an area probability, multistage design. The sample of 1,751 girls between 14 and 17 years of age was designed to be representative of approximately 4,535,000 such girls in the United States.3/

Time of Interviewing

Interviewers were required to make up to four attempts in urban areas and up to three attempts in rural areas to complete questionnaires with women in the households selected for interview. Interviewing was conducted in October and November 1955. However, because the response rate was not high enough, a second wave of interviews was assigned and two additional attempts were made to obtain questionnaires with women who had not been reached previously or had refused the interview. These interviews were completed in December 1955. About 76 percent of the assigned sample was interviewed on the first wave and about 5 percent on the second wave of calls, a total completion rate of 81 percent.

Thus, when women reported their purchases of suits, skirts, and sweaters in the 12 months preceding the interview, most were reporting for the periods October or November 1954 to October or November 1955 and a few for December 1954 to December 1955.

The teenage girls were interviewed during September 1955 and reported on sweater purchases between September 1954 and September 1955.

2/ United States Bureau of the Census, Current Population Reports, Series P-20, No. 62, April 1955.

3/ United States Bureau of the Census, Current Population Reports, Series P-57, No. 159, October 1955.

Cautions in Interpreting the Data

In interpreting the results of this study, as in all sampling studies, allowance must be made for error that might result from interviewing a sample and not the whole population. The latitude allowed for sampling error varies with the number of persons asked a particular question and with the percentage of these persons giving a certain response. For example:

> In this study, 63 percent of the 2,425 women interviewed said that they owned readymade fall, winter, or spring suits. In this case, the chances are roughly 95 in 100 that if all women in the population studied had been asked this question, between 60 percent and 66 percent would have said that they owned such suits.
>
> Among the 519 women between 40 and 49 years of age interviewed, 65 percent said they owned readymade fall, winter, and spring suits. In this instance, the chances are roughly 95 in 100 that in a full-scale census the proportion of women in this age group saying they owned such suits would be between 59 percent and 71 percent.

In interpreting projections to the total women in the country who own suits, skirts, or sweaters, and the totals for the various fibers, the same type of allowance for sampling error should be made. The formula from which these estimates of sampling error are derived is given in the "Note on Sampling Error" in the Appendix.

As in all such studies, the results are also subject to errors of response and reporting. For example, respondents were describing from memory the number of items and the fibers they owned or bought. Some forgetting, overstatement, or misunderstanding may have crept into the responses.

The data from the study cannot be compared with production figures for a number of reasons. First, the items studied are not defined in the same way in the survey that they are defined in production reports. The study data refer to fall, winter, and spring suits and skirts, whereas production figures do not have a seasonal definition and may include some two-piece dresses with suits. Second, the survey sample includes women of specific ages and, separately in the sweater section, girls between 14 and 17; production figures combine juniors', misses', and women's clothing. Third, the periods for which respondents reported purchases shown above under Time of Interviewing do not correspond with production reporting periods.

H I G H L I G H T S

Details on page:

At the time of this national study in late 1955, wool was the predominant fiber among American women's fall, winter, and spring suits and skirts. According to women's testimony, about half the cool-weather suits and skirts in their wardrobes were wool, as were about half of those bought in the 12 months preceding the interview. Wool blends, rayon or acetate, and cotton had smaller but substantial representation among women's suits and skirts. 7, 13

Orlon was making heavy inroads on the sweater market. Although more than 4 out of 10 sweaters in women's wardrobes at the time of the survey were wool and only 2 out of 10 were Orlon, Orlon had forged ahead in the previous 12 months' purchases to take about 40 percent of the sweater market compared to wool's roughly 30 percent. Orlon has also made a strong impact on girls' sweater choices--among girls from 14 to 17 years of age, extensive users of sweaters, it was almost equal to wool in sweater wardrobes and ahead in the past year's purchases. 16, 19

Among women, the great majority considered wool the best fiber for cool-weather suits and skirts, and a plurality considered it best for sweaters. Young girls, however, gave Orlon more than a 2 to 1 lead over wool as the fiber thought best for sweaters. Both women and girls tended to say that the fiber with which they had had the most experience was the best fiber. In suits and skirts, this loyalty vote was highest for wool; in sweaters, it was highest for Orlon. 10, 14, 18, 20

Outstanding among the virtues that women named for wool for suits and skirts were its performance--that it wears well, holds it shape, doesn't wrinkle easily--and its warmth. Other attributes widely mentioned were its attractive appearance and that it cleans well or looks well after dry cleaning. For sweaters, the great majority of women said they liked wool for its warmth; other favorable comments included wearing qualities, appearance, ease of care, and texture. 11, 15, 18

Far fewer women gave criticisms of the various fibers than named something they liked about them. Those women who did criticize wool talked mainly of being allergic to it or finding it irritating, of difficulty in caring for it, or of its not wearing well. 11, 15, 18

Details on page:

The leading appeal named by women who knew Orlon or Dacron for suits and skirts, and Orlon or nylon for sweaters, was the washability of these fibers. Substantial proportions thought these fibers wear well and have pleasing sweater texture. Criticisms of Orlon and nylon for sweaters were mainly that they sag or stretch, or get knotty or knubby when washed. 11, 15, 18, 19

Fabric plays an important role in the selection of suits, skirts, and sweaters. Almost 7 women in 10 said the fabric was one reason for choosing the last suit or skirt they bought, and almost 8 in 10 gave a fabric reason for selecting their last sweater. Color and style also ranked high as reasons for choice. 21

Many women indicated that they started shopping for the last item they bought without a definite idea of what type of suit, skirt, or sweater to buy, and decided in the store. Those who consulted formal media of communication--magazines, newspapers, radio, television--not unnaturally turned more to fashion magazines and newspapers than to media carrying less style and purchase information. Consultations with friends and relatives also influenced purchases. 23

The idea of washing suits did not seem to have great appeal for the majority of women. Very few said they washed any of their suits; and only 3 in 10 said they would prefer to wash all their suits if they could be sure of good results. Apparently problems such as proper pressing, lining, and padding loom large as women contemplate washing fall, winter, or spring suits. 26

On the other hand, 4 out of 10 skirt owners said they now washed some of their skirts, particularly those made of cotton, linen, Orlon, and wool-and-Orlon; and about 5 in 10 said they would prefer to wash all their skirts if they could be sure of good results. 28

About 6 women in 10 reported washing all or most of their sweaters, another 2 in 10 some of their sweaters. About 8 out of 10 women said they would prefer to wash <u>all</u> of their sweaters if they could be sure of the results. 29

Labeling of wool garments appears to be important to women. Most of them were able to cite various types of information they had seen on labels; the majority of the women who found out fiber content of their last-bought suit, skirt, or sweater before purchasing learned it from the label or tag; and a majority of women said that it was very important to 31

them to have wool garments labeled to show percentage or type of wool.

About 1 woman in 9 reported owning a suit, skirt, or sweater that was imported or made of imported fabric, and these women were overwhelmingly favorable to imports. The majority of non-owners appeared to be indifferent to imports, but among those who took a stand, most were favorable. 34

Although very few women mentioned a moth problem in connection with wool clothes, most reported having done something to protect wool items against moths, and most said they would be willing to pay something extra to have woolens premothproofed in the manufacturing process. Those women who gave wool items moth protection in the year preceding the interviewing and reported their expenditures named an average cost of $2.09 for the year for all expenses except long-term investments such as cedar chests and garment bags. 35

OWNERSHIP, RECENT PURCHASES, AND FIBER ATTITUDES

This section presents the findings on women's ownerhsip, recent purchase, and fiber attitudes for readymade fall, winter, and spring suits and skirts, and for sweaters without regard to season.

Tabulations of items owned are limited to those that had been worn in the past year, i.e., in active wardrobes, except that purchases made in the past year (during the 12 months preceding the interview) are included in the active wardrode even though in a few cases they had not yet been worn. The concept of "active wardrobe" was introduced in order to keep testimony related to items in current use rather than include out-of-date garments that might not be worn again.

Fall, Winter, and Spring Suits

In order to avoid discussion of summer suits or two-piece dresses, suits were described in the interviews as "readymade fall, winter, and spring suits...a skirt and jacket that are worn together as an outfit, usually along with a blouse."

Ownership and Recent Purchase.--Almost two-thirds (63 percent) of the women interviewed said that they owned at least one suit. On the average, suit owners had 2.6 suits each (table 1 and appendix table 4).

Table 1.--Replies to the questions: "Do you have any readymade fall, winter, or spring suits (skirts) (any readymade sweaters) at the present time?" 1/ "Have you bought any such suits (skirts, sweaters) for yourself during the past year?"

Replies	WOMEN						GIRLS 14-17 years	
	Fall, winter, or spring				Sweaters		Sweaters	
	Suits		Skirts					
	Percent		Percent		Percent		Percent	
Had in active wardrobes		63		55		74		96
Bought in past year	19		27		36		78	
Did not buy in past year	44		28		38		18	
Did not have		37		45		26		4
Number of cases	2,425		2,425		2,425		1,751	

1/ Tabulation includes only those items that, according to a later question, had been worn during the past 12 months.

About a fifth of all women, or a third of suit owners, reported having bought an average of 1.3 suits each in the 12 months prior to the interview. Close to 8 out of 10 buyers bought just one suit (table 1 and appendix table 5).

Both ownership and recent purchase of suits were sharply higher among younger than older women, among upper income than lower income women, and among college educated than less well-educated women. Differences between working and nonworking women were less pronounced, but somewhat fewer housewives than employed women--particularly those whose work brings them in contact with the public--reported owning or buying suits (appendix table 3).

Fibers in Fall, Winter, and Spring Suits.--Wool was the outstanding fiber named for these suits, both when women were describing the materials in all the suits in their active wardrobes and when they were talking of those that they had bought in the past year.

Three-fourths of the suit owners said that they owned wool suits, and almost three-fifths of the smaller group who had purchased in the past year had bought wool. Wool-and-rayon blends were reported in the wardrobes of about 2 in 10 owners and in the purchases of 1 in 10 buyers; and other wool blends accounted for small proportions. Rayon or acetate 4/ were named by more women than named wool blends, however. The only other suit fiber mentioned by substantial proportions of women was cotton, mainly corduroy (table 2).

4/ Because this and other surveys have shown that many women do not distinguish between rayon and acetate, the two fibers were combined for the study.

Table 2.--Women who had in their active wardrobes sweaters or fall, winter or spring suits or skirts, and women who had bought such sweaters, suits, or skirts in the past year: Percentage distribution of fibers owned and those bought in past year (sweater data shown also for girls 14-17 years of age interviewed in a separate study)

Fibers	Women						Girls	
	Fall, winter, or spring --				Sweaters		Sweaters	
	Suits		Skirts					
	In active wardrobe	Bought in past year	In active wardrobe	Bought in past year	In active wardrobe	Bought in past year	In active wardrobe	Bought in past year
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Wool	74	56	76	61	76	39	73	58
Wool and rayon	17	10	13	7	1	2/ *	3	1
Wool and cotton	4	2	5	3	2	1	4	3
Wool and Dacron	3	5	3	3	--	--	--	--
Wool and silk	1	2	--	--	--	--	--	--
Wool and nylon	*	1	1	1	2	1	2	2
Wool and Orlon	1	1	4	4	1	1	2	2
All other wool blends	1	2	*	1	1	1	4	3
Cotton	15	7	46	25	16	8	22	16
Cotton and rayon	2	1	1	1	--	--	--	--
Rayon or acetate	35	17	34	17	1	*	4	3
Silk	2	2	3	1	--	--	--	--
Linen	1	1	2	2	--	--	--	--
Dacron	1	1	1	1	1	1	1	2
Orlon	1	1	7	6	41	53	67	66
Nylon	*	*	1	*	32	19	50	39
Cashmere	--	--	--	--	10	7	13	11
Vicara	--	--	--	--	2	2	1	1
Acrilan	--	--	--	--	*	1	1	1
All other fibers	*	2	*	*	1	*	*	*
All other blends	1	2	1	1	2	2	5	5
Not specified	2	1	3	1	*	*	2	2
Don't know	5	6	4	5	2	2	4	2
Number of cases	1,524	3/463	1,324	3/ 657	1,798	3/ 892	1,676	3/ 1,362

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.
2/ Asterisk indicates less than 1 percent.
3/ Includes a few respondents who received suits, skirts, or sweaters as gifts.

From the point of view of total suits owned or bought, a similar picture of wool's predominance emerges, as shown in appendix tables 6 and 7. Fifty-five percent of all suits in active wardrobes and 50 percent of all suits bought in the past 12 months were reported to be wool. Eleven percent of suits in the wardrobes but 17 percent of the past year's purchases were wool blends. Here, too, rayon or acetate was second to wool, with cotton the only other prominent fiber.

Wool played a larger part in the wardrobes and purchases of upper income than of lower income women.

In assessing the market for garments and fibers, it is important to know not only what proportions of women own or buy, but also how many women are in the suit market and what part each fiber plays in total wardrobes and purchases.

As indicated previously, there are an estimated 52,848,000 women in the population that the sample was designed to represent. Thus, the 63 percent who have suits in their active wardrobes should be representative of about 33,000,000 suit owners and the 19 percent who bought suits in the 12 months preceding the interview representative of about 10,000,000 suit buyers. The average of 2.6 suits per owner comes to a total of roughly 86,000,000 suits in active wardrobes and the average purchase of 1.3 suits per buyer comes to a total of approximately 13,000,000 suits bought in the past year.

The following table shows the approximate proportions and numbers of suits in the different fibers represented in wardrobes and purchases:

Fibers	Suits in active wardrobes		Suits bought in past 12 months	
	Pct.	Thousands of suits	Pct.	Thousands of suits
United States total	100	86,000	100	13,000
Wool	55	47,300	50	6,500
Wool-and-rayon	8	6,900	8	1,000
Wool-and-cotton	1	850	3	400
Wool-and-Dacron	1	850	2	300
Other wool blends	1	850	4	500
Rayon or acetate	18	15,500	15	2,000
Cotton	8	6,900	6	800
Orlon	1	850	1	100
Dacron	1	850	1	100
Other fibers	2	1,700	3	400
Other blends	1	850	2	300
Fiber not ascertained	3	2,600	5	600

It should be noted that small differences between the proportions of the various fibers in the wardrobes and those bought in the past 12 months do not necessarily indicate a trend toward or away from a fiber. Some fibers may wear longer or cost more, so that replacement is consistently at a lower rate than for fibers which stay in the wardrobes for a shorter period of time. However, with newer fibers it may be expected that recent purchases will be greater than total ownership because these fibers have had less time to make an impact on wardrobes, and to the extent that these new fibers are being experimented with, they may be displacing older fibers.

Fiber Experience.--The great majority of suit owners said that wool is the fiber with which they had had the most experience for fall, winter, and spring suits.

74 percent said they had had most experience with wool suits
7 percent said wool-and-rayon blends
2 percent said wool-and-cotton blends
10 percent said rayon or acetate
4 percent said cotton
1 percent said other fibers
2 percent could not say

Although the overwhelming majority in all age groups said they had had the most experience with wool for suits, somewhat fewer younger than older women said this:

68 percent of women under 30, compared with
79 percent of women 50 and over, said wool was the suit fiber with which they had had most experience.

Fiber Preferences.--Wool has a commanding lead as the fiber considered best for fall, winter, and spring suits. Two out of three suit owners said that they thought wool the best fiber for suits. Suits made of various wool blends were preferred by 14 percent of the women and rayon or acetage by 7 percent. Other fibers were cited by very small proportions of suit owners (table 8).

For the most part, women appeared to prefer the fiber with which they had had the most experience. This was particularly true for wool. For example,

> While 80 percent of those who had more experience with wool than with other fibers said wool is best, 46 percent of those most experienced with rayon or acetate thought these fibers best for suits.

Information About Fibers.--Asked to comment on the good and bad points of various fibers, practically all suit owners indicated enough knowledge of wool to discuss it.

However, substantial proportions said that they had no information about other fibers for suits.

75 percent of suit owners reported no information about Dacron for suits

72 percent reported no information about wool blended with Orlon, nylon or Dacron

67 percent reported no information about Orlon

53 percent reported no information about wool-and-rayon blends

29 percent reported no information about rayon or acetate

2 percent reported no information about wool

Good Points of Fibers.--Outstanding among wool's virtues in the minds of suit owners were its performance-- that it wears well, holds its shape, doesn't wrinkle easily--and its warmth. Each of these attributes was named by about 6 in 10 suit owners. Almost 3 in 10 said that wool is rich or smart in appearance, and 15 percent said that wool cleans well or looks well after cleaning (table 9).

The top-ranking advantage for wool blends, too, was performance. In addition, wool-and-rayon was praised for being a good weight; and a third of the small group who expressed an opinion about wool blended with nylon, Orlon, or Dacron for suits commented on ease of care.

The major advantages cited for rayon or acetate were coolness, performance, and ease of care.

Among the few women who were able to cite good points for Orlon or Dacron suits, ease of care (particularly washability), and performance ranked highest.

Criticisms of Fibers.--More than half the suit owners said there was nothing they disliked about wool for suits. Among those who did criticize wool, the leading comment came from the 2 women in 10 who considered themselves allergic to it or found it irritating. Smaller proportions criticized its performance, its warmth and heaviness, or difficulty of caring for it. About 4 percent spoke of its susceptibility to moth damage (table 10).

About 5 suit owners in 10 criticized rayon or acetate for suits, 3 in 10 commenting on performance. These women said mainly that it wrinkles easily, becomes shiny, doesn't keep shape, or doesn't wear well in general. About 1 in 10 said that rayon or acetate is too cool and a similar proportion said that it is hard to care for.

Partly because of lack of information, few women gave criticisms of the other fibers.

Preference for Tightly-Woven Versus Loosely-Woven Wool Fabrics for Suits.--By more than 2 to 1 women said they prefer a tightly-woven over a loosely-woven wool fabric for suits. In answer to the question, "Considering wool suits for a moment--in general, do you prefer a tightly-woven fabric with a hard finish or do you prefer a more loosely-woven fabric with a soft finish?"--64 percent of the suit owners said they preferred a tightly-woven fabric and 27 percent a loosely-woven fabric. This is a reflection of general fabric preference only and does not take into account differences in styling, color and other factors which play a large part in the selection of a suit (table 11).

Practicality was the outstanding reason for preferring tightly-woven fabrics: 8 out of 10 of the women who preferred this construction said such things as, "It holds its shape better," "It wears better," "It doesn't wrinkle so easily." Three in 10 said they preferred a tightly-woven fabric because of its appearance (table 12).

Appearance (40 percent), texture (35 percent), comfort (26 percent) and performance (26 percent) were the leading reasons given for preferring loosely-woven fabrics.

Fall, Winter, and Spring Skirts

The skirts were defined to the respondents as "fall, winter, and spring skirts...all types, except those that are part of suits or two-piece dresses."

Ownership and Recent Purchase.--Slightly more than half (55 percent) of the women interviewed reported that they owned readymade fall, winter, or spring skirts. Skirt owners on the average had 4.7 skirts in their wardrobes, with 41 percent saying that they owned 5 skirts or more (tables 13 and 14).

A fourth (27 percent) of the women--about half of the skirt owners--said that they bought a fall, winter or spring skirt during the year preceding the interview. Most skirt buyers bought one skirt, but about 4 in 10 said they bought two or more, with an average of 2.1 skirts reported per buyer (tables 13 and 15).

Skirt owners and buyers tend to be younger women: 84 percent of women under 30 compared with 22 percent of those 50 or over had skirts; 44 percent of the youngest but only 9 percent of the oldest age group said they had bought last year.

Upper income women, the better-educated, the employed, and women living in larger communities also tend to own and buy more skirts than other population groups.

Fibers in Fall, Winter and Spring Skirts.--Wool was the leading fiber for women's skirts. The picture for skirts is substantially the same as for women's suits, with wool the leader in both wardrobes and the past year's purchases. Rayon or acetate and cotton, however, reverse their second-and third-place positions.

Three out of 4 skirt owners owned wool skirts, and half of the purchasers had bought wool skirts in the preceding 12 months. Wool blends received substantial mention, with wool-and-rayon again in the lead. Cotton, including corduroy and velveteen, was the second most widely used fiber; rayon or acetate third (table 2).

Similarly, among all skirts owned or bought, wool was again in the lead, representing about half of all fall, winter, or spring skirts in the wardrobe, half of all the previous year's purchases. Tables 16 and 17 indicate a great similarity between fibers in wardrobes and replacement fibers. A fourth (25 percent) of all skirts owned were cotton, as were 21 percent of all those bought in the last year. Rayon or acetate composed 12 percent of active skirt wardrobes and 9 percent of purchases; wool blends represented 8 percent of all skirts owned and 10 percent of purchases.

Wool played a more prominent part in the wardrobes and purchases of the upper income than the lower income group. Cotton skirts represented a larger share of younger than older women's skirts.

The above findings, applied to the estimated 52,848,000 women in the population represented by the sample, indicate that about 29,000,000 women owned approximately 136,000,000 fall, winter, or spring skirts and that about 14,000,000 women had bought roughly 29,000,000 fall, winter, or spring skirts in 12 months.

The position of the various fibers in these wardrobes and purchases is as follows:

Fibers	Fall, winter and spring skirts			
	In active wardrobes		Bought in 12 months	
	Pct.	Thousands of skirts	Pct.	Thousands of skirts
United States total -	100	136,000	100	29,000
Wool	48	65,300	50	14,500
Wool-and-rayon	4	5,400	4	1,100
Wool-and-cotton	2	2,700	2	600
Wool-and-Dacron	1	1,400	1	300
Other wool blends	1	1,400	3	900
Cotton	25	34,000	21	6,100
Rayon or acetate	12	16,300	9	2,600
Orlon	2	2,700	3	900
Dacron	*	*	1	300
Other fibers	2	2,700	2	600
Other blends	1	1,400	1	300
Fiber not ascertained	2	2,700	3	800

1/ Asterisk indicates less than 1 percent.

Fiber Experience.--For skirts, too, most owners said they had had the most experience with wool fibers.

65 percent of skirt owners reported most experience with wool skirts
5 percent said wool-and-rayon blends
2 percent said wool-and-cotton blends
1 percent said wool-and-Orlon blends
14 percent said cotton
1 percent said cotton-and-rayon blends
9 percent said rayon or acetate
1 percent said Orlon
2 percent could not say

About 63 percent of skirt owners under 40 years old and about 70 percent of those 40 and over said they had had most experience with wool. Younger women, on the other hand, were somewhat more likely to name cotton--16 percent of the under-40 and 10 percent of the 40-and-over group.

Fiber Preferences.--Skirt owners gave a wide margin of preference to wool, second preference to wool blends. About 6 out of 10 said they thought wool best for fall, winter, or spring skirts, 14 percent said various wool blends, 10 percent cotton, 6 percent rayon or acetate, 5 percent Orlon, 2 percent Dacron (table 18).

As with suits wool fiber experience and preference go hand in hand. Among skirt owners most experienced with wool, 76 percent said they prefer wool, and among this wool-experience group, no other individual fiber was preferred by more than 5 percent. On the other hand, 56 percent of skirt owners most experienced with cotton preferred cotton but 23 percent preferred wool. Forty-three percent of those most experienced with rayon or acetate skirts preferred this fiber, and 26 percent preferred wool.

Information About Skirt Fibers.--As with suits, wool skirt fibers were known to practically all skirt owners, while the other fibers were less well-known. Orlon was slightly better known for skirts than for suits.

76 percent of skirt owners said they knew nothing about Dacron for skirts.

70 percent said this about wool blended with Dacron or Orlon or nylon,

61 percent about Orlon,

55 percent about wool-and-rayon,

30 percent about rayon or acetate,

2 percent about wool.

Good Points of Fibers.--Again, skirt owners repeat the pattern of suit owners as they evaluate fibers. Performance or wearability and warmth were the outstanding qualities named for wool, cited by about 6 in 10 skirt owners, with rich, smart appearance named by 3 in 10 (table 19).

The pattern of answers for wool holds also for wool blended with rayon, with smaller percentages because of the smaller proportions of women acquainted with this fabric. Wool blended with Dacron or Orlon or nylon was praised most for performance, with special emphasis on wrinkle resistance and long wear. Ease of care, particularly washability, was also a high-ranking attribute.

Major factors, almost equal in emphasis, listed for rayon or acetate in skirts were weight (especially coolness), performance, ease of care, and appearance.

Women who were informed about Orlon and Dacron for skirts praised these fibers most highly for ease of care and for performance.

Criticisms of Fibers.--Fewer skirt owners criticized each of the fibers than praised them.

The major dissatisfaction with wool skirts came from women who considered them itchy or scratchy. Other negative attitudes expressed by small proportions included difficulty of caring for wool skirts, poor performance

(in terms mainly of showing dirt easily or sagging or stretching), warmth or bulkiness, and moth danger (table 20).

Even though fewer women knew rayon or acetate as a skirt fiber than knew wool, about as many criticized it. Their comments related primarily to performance, particularly a tendency to wrinkle, become shiny, lose shape, or ravel. A few women also found fault with this fiber on the grounds that it is difficult to care for or is too cool, or that its appearance does not appeal to them.

Sweaters

Sweaters were described to the respondents as, "sweaters of all seasons and types, but not polo shirts or T-shirts."

For sweaters, the report is implemented by information on wardrobes, purchases, and fiber attitudes of girls from 14 to 17 years of age. These data were obtained as part of another study made in the fall of 1955 in which 1,751 girls in this age group were interviewed on a large number of wardrobe items. The other findings from that study will be published in a separate report.

Ownership and Recent Purchase by Women.--Three-fourths of the women interviewed said that they owned sweaters, and 36 percent reported having purchased sweaters within the past 12 months. Thus, about half of the women who owned sweaters bought at least one in the last year. At the time of this study, sweater owners had an average of 4.0 sweaters in their wardrobes, and the last year's purchasers bought an average of 2.1 sweaters each (tables 21 - 23).

Sweater ownership and purchase was reported more by younger, upper income, better-educated, employed women and women living in the larger communities than by other groups.

Fibers in Women's Sweaters.--Increasing acceptance of Orlon sweaters is indicated by the fact that, while Orlon ranked second to wool in sweater wardrobes, it took a clear first place among sweaters bought in the past year. Nylon was in third place in both ownership and purchase, with cotton and cashmere the only other widely mentioned fibers. No wool blend played more than a minor role in the sweater story (table 2).

Similarly, as shown in tables 24 and 25, almost half (46 percent) of all sweaters in wardrobes were wool, 21 percent Orlon, 16 percent nylon; but of all sweaters bought in the year preceding the interviewing, Orlon accounted for 41 percent, wool for 29 percent, nylon for 12 percent.

Orlon sweaters figured more prominently in the wardrobes and purchases of women in the upper income groups than of women in the lower income groups, and the reverse picture held for wool.

Projection of the findings to all women in the population surveyed indicated that approximately 39,000,000 women owned in the neighborhood of 156,000,000 sweaters and that about 19,000,000 women bought approximately 40,000,000 sweaters in 12 months.

Representation of fibers is as follows:

Fibers	Sweaters in active wardrobes		Sweaters bought in 12 months	
	Pct.	Thousands of sweaters	Pct.	Thousands of sweaters
United States total -	100	156,000	100	40,000
Wool	46	71,700	29	11,600
Wool-and-cotton	1	1,600	1	400
Wool-and-nylon	1	1,600	1	400
Wool-and-Orlon [1/]	*	*	1	400
Other wool blends	*	*	1	400
Orlon	21	32,700	41	16,400
Nylon	16	24,900	12	4,800
Cotton	7	10,900	5	2,000
Cashmere	5	7,800	5	2,000
Vicara	*	*	1	400
Other fibers	1	1,600	1	400
Other blends	1	1,600	1	400
Fiber not ascertained	1	1,600	1	400

1/ Asterisk indicates less than 1 percent.

Women's Fiber Experience.--Almost 7 in 10 of the sweater owners said they had had the most experience with wool sweaters. Only about 1 in 10 reported that the bulk of their experience was with Orlon or nylon.

68 percent of sweater owners reported most experience with wool

2 percent named wool blends

11 percent named nylon

10 percent named Orlon

6 percent named cotton

1 percent named cashmere

2 percent could not say

As seen in table 26, much larger proportions of older women than of younger women reported most experience with wool sweaters, with the reverse true for nylon and Orlon.

Women's Fiber Preferences.--Wool has a slight lead in sweater fiber preference, with 40 percent of the women saying they thought wool best and 33 percent Orlon (table 27).

Among the women who had had most experience with wool, a majority (55 percent) said wool was the best fiber, and 26 percent said they thought Orlon best. Undoubtedly, some women who were most experienced with wool sweaters had also had some exposure to Orlon; as shown previously, 41 percent of the sweater owners had Orlon sweaters.

Orlon's loyalty vote was extremely high: 9 out of 10 women most experienced with Orlon rated it their preferred fiber. The picture for nylon was very similar to that for wool, with about 5 out of 10 women most experienced with this fiber rating it best and 3 out of 10 saying they preferred Orlon.

Information About Sweater Fibers.--For sweaters as for suits and skirts, more women indicated information about wool than about other fibers. However, more than 6 women in 10 indicated knowledge of Orlon and nylon for sweaters. About 4 in 10 knew cashmere.

Good Points of Fibers.--The great majority--72 percent--of sweater owners named warmth as a virtue of wool sweaters; and wool's wearing qualities and shape retention were mentioned by 34 percent. Fifteen percent said wool is attractive, 11 percent that it is easy to care for, 9 percent that it has nice texture (table 28).

The leading virtue named for Orlon and for nylon sweaters was their washability and general ease of care, cited by almost half the sweater owners. Wearing qualities of these fibers appealed to 2 or more women in 10, with Orlon rated especially high in shape retention. About 2 women in 10 said they liked Orlon's texture, and about 1 in 10 said this of nylon.

Soft, pleasing texture and attractive appearance were overwhelmingly the attractions of cashmere to the sweater owners who were informed about it.

Criticisms of Fibers.--About 6 women in 10 had some criticism to make of wool sweaters. About half of these spoke of difficulty in caring for wool, saying that it shrinks, doesn't wash well, or has to be dry-cleaned; and a similar proportion said that they were allergic to wool or found it itchy or scratchy. A small proportion said wool sweaters don't keep shape or that wool is too warm, and a few--4 percent--spoke of the danger of moths (table 29).

Only 13 percent of the sweater owners had a criticism of Orlon. Those women said mainly that Orlon doesn't keep its shape, gets knotty or knubby or it is too cool.

Critics (35 percent) centered their complaints about nylon on its wearing qualities, saying mainly that it does not keep its shape. A few said that it gets knotty or knubby in washing and that it is too cool.

The major criticism of cashmere related to its cost.

Teenage Girls' Sweaters.--Girls 14 to 17 years old constitute a larger sweater market than any other population group studied. Orlon's position--in both ownership and preference--appears to be more favorable in the teenage market than among older women, though it had less of a lead in the past year's purchases among girls than among women. Nylon, too, plays a somewhat larger role in girls' than in women's sweaters.

1. Practically all (96 percent) of the girls said they owned sweaters, and these girls owned on the average 7.4 sweaters each. Three-fourths (78 percent) of all girls said they bought an average of 4.8 sweaters each during the past year.

2. Almost as many girls had Orlon sweaters in their wardrobes as had wool, and more girls bought Orlon sweaters in the past year than bought any other fiber.

Among all sweaters in girls' wardrobes, Orlon's 28 percent was very close to wool's 32 percent; and in the last year's purchases Orlon pulled ahead, accounting for 35 percent of the sweaters bought compared to wool's 28 percent.

3. Projected to the estimated 4,535,000 girls between 14 and 17 living in households at the time of interviewing, the survey indicates that about 4,400,000 girls owned approximately 32,500,000 sweaters and 3,500,000 girls bought about 16,800,000 sweaters in 12 months.

The fiber picture is as follows:

Fibers	Sweaters in active wardrobes		Sweaters bought in 12 months	
	Pct.	Thousands of sweaters	Pct.	Thousands of sweaters
United States total --	100	32,500	100	16,800
Wool ----------	32	10,400	28	4,700
Wool-and-cotton ---------	1	300	1	200
Wool-and-nylon ----------	1	300	1	200
Wool-and-Orlon ----------	1	300	1	200
Other wool blends -------	2	700	2	300
Orlon ----------	28	9,100	35	5,900
Nylon ----------	19	6,200	16	2,700
Cotton ----------	7	2,300	6	1,000
Cashmere ----------	4	1,300	4	700
Other fibers ----------	2	700	2	300
Other blends ----------	1	300	2	300
Fiber not ascertained ---	2	600	2	300

4. About 4 out of 10 teenagers said that their major experience was with wool sweaters, 3 out of 10 said Orlon was the fiber with which they had had most experience, and 2 out of 10 said nylon.

5. Orlon sweaters were preferred by teenage sweater owners over wool or nylon by more than 2 to 1: 45 percent said they thought Orlon best for sweaters, 18 percent wool, 15 percent nylon.

Almost 90 percent of girls whose experience centered around Orlon preferred this fiber. Of the wool-experienced teenage group, 40 percent preferred wool and 33 percent preferred Orlon. About half of the nylon-experienced group voted for nylon and 33 percent for Orlon.

6. Generally, teenagers' praise and criticism of the various fibers corresponded with those of the women interviewed.

FIBER OR FABRIC AS A FACTOR IN SELECTION OF SUITS, SKIRTS, AND SWEATERS

Many factors, tangible and intangible, influence women's selection of clothing. In order to gain an unprompted ranking of these factors as seen by the women themselves, those who had bought a sweater or a fall, winter, or spring suit or skirt in the past year were asked first what factors had influenced them to choose the item they had bought most recently. They were then asked whether or not they had found out the fiber of the item before buying, and how important they considered the fiber to have been in their selection.

Importance of Fiber in Selection.--Fiber or fabric played an important role in women's selection of the last sweater or fall, winter or spring suit or skirt they bought. Fiber appeared to be a particularly strong consideration in sweater selection.

Most purchasers said that they found out the fiber of the most recent item before deciding to buy it.

About 9 buyers in 10 found out the fiber of the sweater and about 7 in 10 found out the fiber of the suit or skirt they bought most recently before making a final decision (table 30).

Only a minority of women said the fiber was unimportant to them in deciding on their most recent purchase.

For every 10 buyers of:

Suits or skirts	Sweaters	
5	7	said fiber was the most important or a very important consideration
3	2	said fiber was only a fairly important consideration
2	1	said fiber was not important (table 30)

Fabric, color, and style were the leading reasons women gave for choosing the last item they bought.

Women were asked, for the most recently purchased item, "Can you tell me the most important reason why you happened to select this particular suit (skirt, sweater)? What other things influenced you to select this suit (skirt, sweater)?"

Fabric considerations such as liking the material, desire for a specific fiber, texture, durability, and ease of care, were cited by 66 percent of the suit buyers, 65 percent of the skirt buyers, and 78 percent of the sweater buyers.

Among suit and skirt buyers, 61 percent said one factor in their purchase was that they liked the color; 65 percent of the sweater buyers said this. Style was cited by 55 percent of suit buyers, 63 percent of skirt buyers, and 40 percent of sweater buyers.

The only other reasons for purchase given by more than 10 percent for any of the items were price and fit. Small proportions listed becomingness, versatility, tailoring, brand, attractiveness, matching other things in wardrobes, and recommendations of friends or relatives among their reasons for purchasing (tables 31 - 33).

Variations According to Fiber Bought.--The fiber itself--particularly its ease of care--appears to be more of a lure to women in buying Orlon sweaters than in buying wool sweaters.

In giving their reasons for choosing the sweater they bought last, 85 percent of the women who bought Orlon said one or another aspect of fabric influenced them, while 68 percent of those who had bought wool last gave a fabric reason. Compared with buyers of wool sweaters, more Orlon buyers spoke of wanting the specific fiber, of ease of care and washability, and of texture. On the other hand, more wool than Orlon buyers said they chose their fiber for its warmth and weight (table 33).

On factors other than fabric, the major difference between Orlon and wool buyers was that more of the latter spoke of style of the sweater as an influencing factor. Roughly the same proportions (about a fifth) of wool and of Orlon buyers mentioned price.

The pattern of reasons given by buyers of nylon sweaters is similar to that of Orlon buyers.

Comparison of reasons given for buying sweaters of other fibers cannot be made because of the small number of purchasers of individual fabrics. Comparisons of reasons for choosing the different fibers for suits and skirts cannot be made for the same reason.

Importance of Sweater Fiber to Teenage Girls.--The teenage girls interviewed in a separate study also indicated high awareness of and interest in sweater fiber, though they appeared to give fibers not quite the emphasis their elders did.

Although as large a proportion of girls as of women said they found out the fiber of their last sweater before deciding to buy, girls tended to give the fiber a "very important" rating, compared with their elders' "most important."

Among the teenage girls, 29 percent said fiber was the most important consideration, 42 percent that it was a very important consideration, in buying their last sweater. For women, comparable percentages were 46 percent and 21 percent, almost a reversal of emphasis. However, in both groups the combined total saying "most important" and "very important" was about 7 in 10.

In giving their reasons for selecting the last sweater they bought, about 6 out of 10 teenagers but 8 out of 10 women mentioned fabric.

For teenage girls as for women, fabric was one of the three top-ranking reasons for selection, but on a lower plane.

SHOPPING FOR SUITS, SKIRTS, AND SWEATERS

Of special interest in the promotion and marketing of women's garments is knowledge of where women get their ideas on what to buy and how they go about their shopping. Although it was not possible in the scope of this study to go exhaustively into these problems, this section provides some clues based on experience in shopping for the last-bought sweater and fall, winter, or spring suit and skirt.

Sources of Ideas.--Many women indicate they start their shopping with no very clear idea of what they will buy. This places store displays and salesclerks in a very important position in the marketing program.

Asked where they got their ideas about what kind of suit, skirt, or sweater to buy, almost 5 out of 10 suit and skirt buyers and almost 4 out of 10 sweater buyers said either that they had no particular source or that they got their ideas from shopping in the store or from salesclerks. A few women also mentioned window displays. In-store ideas were the most important source of information for skirt and suit buyers and ranked second to discussions with friends, neighbors, or relatives with sweater buyers.

Following are the sources of ideas women volunteered:

Sources of ideas	Suits	Skirts	Sweaters
	Percent	Percent	Percent
No particular source	21	18	19
Shopping in store, salesclerk	23	29	17
Window display	5	4	5
Fashion magazines	16	11	8
Newspapers	11	9	8
Other magazines	7	4	7
Past experience	11	7	15
Friend, neighbor, relative	10	10	23
Following high fashion	5	6	3
Particular color needed	4	5	4
Particular style needed, wanted	--	5	4

Fashion magazines ranked first among the formal communication media as a source of shopping ideas.

Asked which media--television, radio, newspapers, movies, fashion magazines, or other magazines--had provided ideas, from 5 to 6 out of every 10 purchasers said they had not consulted any of these before shopping for the last-bought item. The remainder, not unexpectedly, put fashion magazines and newspapers at the head of the list. General magazines and television, which carry less fashion material than the other two sources, ranked next, with very few women saying they got fashion ideas from radio or movies (table 34).

Fashion magazines were followed more by younger than by older women.

Large minorities of women discuss their purchases with other people before shopping.

When asked if they had discussed their purchases with other people before buying, about 4 out of 10 suit buyers said that they had. About 3 out of 10 reported discussing skirts and sweaters before buying. Most--about 7 out of 10--said they had been influenced, at least to some degree, by these discussions.

In general, husbands, neighbors, and friends were the principal sources of advice. More younger than older women sought advice, particularly from husbands, friends, neighbors and mothers. Daughters were the major source consulted by older women, particularly those over 50 years of age (table 35).

The specific features discussed by suit and skirt buyers were similar, with style and color ranking highest. Sweater purchasers, on the other hand, reported discussing fiber and cleaning requirements to a greater extent, and style, fit and general appearance to a lesser extent than suit and skirt buyers.

Following is a summary of the specific features discussed:

Features discussed	Women who had bought in past 12 months		
	Suits	Skirts	Sweaters
	Percent	Percent	Percent
Style	42	44	27
Color	36	40	41
Fit	24	15	9
Appearance	22	23	4
Fabric or fiber	18	26	35
Price	16	12	17
Performance, durability	10	8	11
Tailoring	7	2	1
Method of cleaning required	2	3	21

Shopping Habits.--Women reported shopping somewhat more widely for suits and skirts than for sweaters.

About 4 women in 10 said that they window shopped before buying their most recent suit or skirt, and about 3 in 10 reported window shopping for sweaters (table 36).

About 4 out of 10 of the suit and skirt buyers said that they went into more than one store before making their most recent purchase, while about 3 out of 10 sweater buyers said this (table 37).

Few women went to more than three stores when shopping. The majority said they bought in the first store, with the second largest group reporting they bought in the third store. Only 21 percent of the suit buyers, 16 percent of the skirt buyers, and 9 percent of the sweater buyers went to more than three stores (table 37).

Most women who bought suits, skirts or sweaters within the past year said they shopped alone for the last item they bought. Fewer sweater and skirt buyers said they were accompanied than suit buyers: Only 23 percent of the sweater buyers and 28 percent of the skirt buyers reported that they

were accompanied, compared with 41 percent of the women who bought suits. This pattern may be related to the fact that a suit is usually a more costly, longer-term investment.

Younger women reported window shopping, store shopping and shopping with companions more than older women did. Regardless of age, however, there appears to be an interrelationship among the various shopping activities: women who window shopped also tended to shop in more than one store; and those who consulted husbands, friends, and relatives before buying were more likely than others to have someone along with them when they actually bought the item.

CARE AND LAUNDERING OF SUITS, SKIRTS, AND SWEATERS

Synthetic fibers and certain synthetic blends are merchandised strongly on the basis of washability, but little is known of how widely this promotion has been translated into practice. The study provides some evidence on this question.

Fall, Winter, and Spring Suits

Present Method.--Regardless of the fibers they own, very few women attempt to wash suits.

The overwhelming majority (94 percent) of suit owners said that they normally dry-cleaned suits. The remainder said that they washed some or all of their suits on occasion (table 38).

Cotton suits were washed to a greater extent than any other fiber, 15 percent of owners of cotton suits reporting washing rather than dry cleaning some or all of their suits. Among the small number of women who owned suits of wool and Dacron blends and certain other wool blends (e.g., wool-and-Orlon, wool-and-nylon), 8 percent said they washed suits.

Following are the proportions of women owning suits of various fibers who said they washed suits (table 38):

6 percent of all suit owners

1 percent of owners of wool suits
1 percent of owners of wool-and-rayon blends
2 percent of owners of wool-and-cotton blends
8 percent of owners of wool-and-Dacron blends
8 percent of owners of other wool blends

15 percent of owners of cotton suits
5 percent of owners of rayon or acetate

Asked how they happened to decide to wash suits, 2 out of 10 of those who washed said the label or tag suggested washing and a similar proportion said the suit was old and worn so not worth dry cleaning. "Just knew it would wash nicely" or "habit" were the reasons for another 2 in 10, and a little more than 1 in 10 washed because it was cheaper.

Other reasons included recommendations of friends, sales people, or advertisements, inability to wait for dry cleaning, bad experience with dry cleaning and belief that washing does a better job (table 40).

About 2 percent of suit owners said they had washed suits in the past but had discontinued--mainly because they no longer had the suit, because the suit shrank, or because they felt dry cleaning gives better results.

Preferred Method.--Only a minority of women visualized washing as a possible method of caring for suits.

All suit owners were asked:

> "If you could be sure of good results, how would you prefer to take care of all of your suits--regardless of fiber? Would you want them washed or dry-cleaned?"

Even with assurance of "good results," only about 3 in 10 of the suit owners said that they would prefer to wash suits. This is, of course, a substantially greater proportion than the 6 percent who said they currently washed suits. Almost 7 in 10 said they would prefer dry cleaning suits (table 44).

Economy, cited by 66 percent, was the principal reason these women gave for preferring washing. The feeling that washing is a cleaner, fresher, more sanitary method was mentioned by about 4 out of 10, and 2 out of 10 liked the convenience of not having to wait for suits to be dry-cleaned (table 45).

Among the women who said that, assuming good results, they would prefer to wash suits, 4 in 10 saw disadvantages, mainly difficulty in ironing, or problems with lining or padding. A number of women said they thought suits do not wash well--that they shrink, do not look as good, lose shape, lose body (table 46).

A leading reason given for preferring to dry-clean is also the feeling that professional pressing is better. Other high-ranking reasons included that dry-cleaned suits look better, don't lose shape, don't shrink, look new longer, as well as the convenience of having suits dry-cleaned and the feeling that dry cleaning is guaranteed and less risky than washing (table 47).

Most (84 percent) of the suit owners who said they would prefer dry cleaning all their suits saw no disadvantages in this method. The few who

did see disadvantages felt that dry cleaning does not get suits thoroughly clean, that dry cleaning is expensive, that it leaves an unpleasant odor (table 48).

Fall, Winter and Spring Skirts

Present Method.--More women said they washed skirts than suits. About 2 out of 5 skirt owners said they washed some or all of their fall, winter and spring skirts. But the majority (59 percent) said they dry-cleaned all of these skirts (table 38).

Cotton, Orlon, and wool-and-Orlon skirts were washed by substantial proportions, while other wool blends and wool skirts were washed by few women.

Washing skirts was reported by (table 36):

41 percent of all skirt owners

64 percent of owners of cotton skirts
43 percent of owners of Orlon skirts
43 percent of owners of skirts made of wool-and-Orlon blends
18 percent of owners of rayon or acetate skirts
9 percent of owners of wool-and-rayon skirts
8 percent of owners of wool-and-cotton skirts
5 percent of owners of wool-and-Dacron skirts
5 percent of owners of wool skirts

Decisions to wash wool skirts were based primarily upon the condition of the garment, which did not justify dry cleaning, and the economy of washing. Decisions to wash Orlon or wool-blend skirts, on the other hand, were based largely upon instructions on labels and tags. Women who washed cotton skirts said mainly that they "just knew it would wash" or that they were in the habit of washing such skirts (table 40).

About 6 percent of the skirt owners said they had washed skirts in the past, but were no longer doing so. About half of these few women had washed wool skirts, a third cotton. Poor results was the major reason these women gave for having discontinued skirt washing--they said the skirts shrank, lost shape, faded, or were ruined. Others said the skirt was now worn out, or that pressing was a problem.

Preferred Method.--Washing skirts was looked upon favorably by many women.

Slightly more than half of the skirt owners said they would prefer washing to dry cleaning, if they could be sure of good results (table 44).

The three major advantages of washing named for suits hold true for skirts as well. These were economy, the thought that washing is a cleaner, more sanitary method, and that washing is more convenient (table 45).

About a third of the skirt owners who considered washing ideal if good results were assured saw some disadvantages in this method, half singling out the difficulties in home pressing (table 46).

Despite the fact that the question assured "good results" from either washing or dry cleaning, most of the advantages named by women who preferred dry cleaning were in terms of more satisfactory results--that dry-cleaned skirts look better, don't lose shape, look new longer, last longer, don't shrink. Convenience and difficulty of pressing properly were other high-ranking reasons (table 47).

Only 14 percent of skirt owners who preferred dry cleaning associated any difficulties with this method, cost being the principal negative named (table 48).

Sweaters

Present Method.--Washing is by far a more widespread method of caring for sweaters than is dry cleaning.

About 3 out of 5 of the sweater owners said they washed most or all their sweaters, and another 1 in 5 washed about half and dry-cleaned about half. Only 1 sweater owner in 5 said she dry-cleaned most or all of her sweaters (table 39).

Fewer women washed wool or cashmere sweaters than washed other fibers, but many owners of these two fibers did wash them.

Following are the proportions of women who washed most or all of their sweaters in the various fibers (table 39):

61 percent of all sweater owners

92 percent of owners of nylon sweaters
92 percent of owners of cotton sweaters

86 percent of owners of wool-and-nylon sweaters
82 percent of owners of wool-and cotton sweaters
80 percent of owners of other wool blends

83 percent of owners of Orlon sweaters
74 percent of owners of Vicara sweaters

56 percent of owners of wool sweaters
44 percent of owners of cashmere sweaters

The 14 to 17 year old girls interviewed separately were very like the women in the percentages washing sweaters of the various fibers.

The principal reasons given for washing sweaters were habit, economy, and suggestions on labels or tags. Suggestions on labels or tags were particularly important in decisions to wash Orlon sweaters and nylon sweaters, as well as wool blends. The feeling that washing made the sweater cleaner or fresher was also widely cited for wool sweaters, and many women said they "just knew" their cotton or wool-blend sweaters would wash (table 41).

Most of the women who washed sweaters said there was nothing they disliked about the way the sweaters came out. Larger proportions were dissatisfied with the way nylon, wool-and-nylon, and wool sweaters washed than with other fibers, but even here no more than a fourth were dissatisfied (table 42).

The complaints that were made about results of washing nylon and wool-and-nylon sweaters were mainly stretching and knubbing or knotting; the leading complaint about wool was shrinking.

The principal reason for dry cleaning wool sweaters was the belief that this method gives better results--avoids shrinking or stretching and keeps sweaters looking new (table 43).

For Orlon and nylon, women also said that dry cleaning keeps sweaters looking new or better, and that it's less trouble to them and faster to have sweaters dry-cleaned. The feeling that sweaters keep their shape better when dry-cleaned is important for nylon, and a number of women said they dry-cleaned because they were afraid to risk washing Orlon sweaters.

Major considerations in dry cleaning cashmere sweaters were the expense of the item and fear of taking a chance on washing. For wool and for cashmere sweaters, 3 to 4 out of 10 women who dry-cleaned said they thought labels advised this method.

About a fifth of the sweater owners reported having tried and discontinued washing wool sweaters. Most of these women said the sweaters were washed with a mild soap and lukewarm water. About half were dissatisfied with the results, primarily because the sweater shrank or lost its shape.

Similarly, fear of shrinking was the major deterrent to women who had never tried washing wool sweaters. Two-thirds of the cashmere sweater owners and a fourth of Orlon owners who had never tried washing these said that the overall risk involved was too great for them to take the chance.

Preferred Method.--The idea of washing sweaters appeals to most women. About 8 out of 10 sweater owners said they would prefer to wash all their sweaters, assuming good results (table 44). This is about the same proportion as said they already washed at least some of their sweaters, but higher than the 6 in 10 who said they washed all or most sweaters.

The basic reasons for preferring to wash suits and skirts applied also to sweaters: economy, the thought that washed sweaters are fresher and cleaner, and the convenience of washing at will (table 45).

About a fifth who said they would prefer washing considered the method to have some disadvantages, including the possibility of shrinkage and loss of shape (table 46).

Women who considered dry cleaning ideal for sweaters spoke mainly of better results and of the time and work saved by sending sweaters out (table 47).

Only 1 out of 7 women who said they would prefer to have all their sweaters dry-cleaned saw any disadvantages in this method, half of them citing cost (table 48).

LABEL INFORMATION

The Wool Products Labeling Act requires the labeling of garments containing wool to give the purchaser information about the type and proportion of wool used. Consumer groups and others, notably laundrerers and cleaners, are urging additional labeling of wool and other fabrics for consumer protection and information. One purpose of the present study was to measure women's awareness of, interest in, and use of label information.

Awareness of Labeling.--Most women indicated knowledge of information provided on women's wool garments.

Before questioning on wool content or types of wool had been introduced, women were asked to name the types of labels they could recall:

> "In shopping for woolen garments for yourself, you've probably noticed various labels or tags attached. Can you tell me what kinds of tags or labels you've seen on woolens--what kind of information did they give?"

Three-fourths of the women interviewed were able to name one or more types of information given on labels. Only a fourth could not cite information they had seen on labels (table 49).

On this and most other questions concerning labels, younger women were most informed, with progressively smaller proportions in the older age groups indicating knowledge or interest.

The types of labels that came most often to mind were those describing the fiber of the garment and those giving information on care.

46 percent of the women interviewed recalled labels about the percentage of wool or all wool

15 percent spoke more generally, of labels about the fiber content of the garment

8 percent mentioned labels about reprocessed, reused, or virgin wool

7 percent recalled labels about the "kind of wool" without going into specifics

36 percent mentioned washing or cleaning instructions

1 percent mentioned sanforized or preshrinking information

1 percent mentioned labels on the amount of shrinkage

1 percent spoke of labels on colorfastness

Small proportions of women also recalled labels or tags giving the manufacturer's or store name, the brand name of the fabric, import information, size, price, or style number (table 49).

Shown examples of certain types of labels, large majorities of women recalled having seen labels about new wool, percentage of wool, and import information. Substantial minorities remembered seeing reprocessed or reused-wool labels (tables 50-52).

87 percent of the women remembered having seen one or more types of labels or tags describing the kind of wool in the garment. This included:

- 79 percent who remembered seeing "all wool" labels
- 69 percent who remembered seeing "virgin wool"
- 63 percent who remembered seeing "wool"
- 34 percent who remembered seeing "reprocessed wool"
- 31 percent who remembered seeing "reused wool"

83 percent remembered having seen labels showing the percentage of wool

58 percent remembered having seen labels indicating that the fabric or garment was imported

Women recalled having seen these labels on a wide variety of garments. "Reused" and "reprocessed" wool labels were associated mainly with household items such as blankets, with children's snowsuits, and other items. Large proportions of women were aware of having seen the other labels on suits, skirts, and sweaters, and in addition many named garments running the gamut of wool apparel.

Type of label	Percent who have seen such labels on-- Suits	Skirts	Sweaters	Other items
Percentage of wool -------	57	52	63	59
"Wool" -------------------	41	39	46	41
"All wool" ---------------	50	46	60	53
"Virgin wool" ------------	25	20	53	35
"Reused wool" ------------	7	5	5	27
"Reprocessed wool" -------	6	4	4	30
Imported -----------------	28	19	35	32

Use of Labels.--Labels or tags emerge as an important source of information on fiber content and care of garments.

The majority of the women who found out the fiber content of their last suit, skirt, or sweater before buying, said they learned it from the label or tag. These were the source of fiber information named by about 4 out of 10 suit and skirt buyers and 6 out of 10 of the sweater buyers (table 53).

Many women determined from label information whether and how to wash or dry-clean garments. About 4 in 10 of the women who have washed or now wash suits, and about 5 out of 10 skirt washers said the label or tag was influential in their choice of this method of cleaning. About 5 out of 10 of the women who washed sweaters and 3 in 10 of those who dry-cleaned sweaters were aware of label or tag instructions (tables 40, 41, 43).

Importance of Labeling to the Consumer.--Most (about 7 out of 10) women considered labeling of wool garments important to them.

53 percent of all women said that it was very important to them to have suits, skirts, and sweaters labeled to show percentage of wool, and

16 percent said that it was moderately important.

31 percent either were unaware of such labels or considered them not too important.

51 percent said that it was very important to them to have suits, skirts, and sweaters labeled as to kind of wool, and

18 percent said that it was moderately important.

31 percent either were unaware of such labels or considered them not too important.

Similarly, about 7 women in 10 said that when buying wool garments for themselves they always or sometimes looked to see if they were labeled as to percentage or type of wool.

IMPORTS

Little is known about the incidence of ownership of imported garments in the United States or about women's attitudes toward imported fabrics. The survey provides some data on these subjects for suits, skirts, and sweaters.

Ownership.--One woman in 9 (11 percent) reported owning one or more suits, skirts, or sweaters that were imported or made of imported fabrics.

> 4 percent of all women (6 percent of suit owners) said that their suit wardrobes included imports.
>
> 3 percent of all women (5 percent of skirt owners) said that they had imports among their skirts.
>
> 7 percent of all women (10 percent of sweater owners) said that they had sweater imports. Half of these women reported that the sweaters were cashmere, half said wool.

Attitudes Toward Imported Fabrics.--Many women did not have a clear-cut opinion of imported fabrics; but among those who did, favorable attitudes outnumbered unfavorable by about 2 to 1 (table 54).

In answer to the question: "In general, what do you think of imported fabrics?"--

> 27 percent of all women appeared favorably impressed by imported fabrics. These women said mainly that imported fabrics are fine quality, good looking, durable; that they come in interesting designs and colors; or that they are superior to domestic fabrics in softness or warmth.
>
> 13 percent made unfavorable comments, saying that imported fabrics are more expensive without being better than domestic, that one should buy American rather than foreign goods, or simply that they prefer domestic fabrics.
>
> 60 percent indicated indifference to or lack of opinion on imported fabrics.

The 11 percent who owned imported suits, skirts or sweaters were much more favorable toward imported fabrics than other women were. Two-thirds of

these women expressed definite liking for imported fabrics. Their reasons were the same as those given by other women, though expressed by higher proportions.

MOTHPROOFING

One appeal sometimes cited for synthetic fibers is their lack of susceptibility to moth damage. Preceding discussions of attitudes toward the fibers used in suits, skirts, and sweaters indicate that the moth problem came to the minds of few women as a criticism of wool or an asset of synthetics. To obtain more specific information on this subject, the study undertook an analysis of mothproofing practices and costs, and of women's attitudes toward premothproofing of woolens.

Wool Storage and Mothproofing Practices.--Most women make some effort to protect wool items against moth damage.

Only 14 percent of the women interviewed had neither stored nor mothproofed wool items during the past year.

Fewer lower income and rural women than upper income and urban residents said they had protected wool items against moths, but even in these groups only about 2 in 10 said they had done nothing (table 55).

More than half the women who did not mothproof or store woolens felt it was unnecessary--they said that they had no trouble with moths or that cleaning and sunning wool items was sufficient protection. About 1 in 3 said she had few or no woolens, and a few said they were too busy.

About 8 out of 10 women said that they had stored wool items during the past year, primarily at home (table 55).

76 percent of all women had stored wool items in their homes

5 percent had stored both at home and commercially

2 percent had stored commercially only

For home storage, garment bags and cedar chests were the most widely used receptacles.

Most (75 percent) of the women who protected wool items against moths at home said they handled all or most items the same way, 5 in 10 in garment bags, 2 in 10 in cedar chests. A wide variety of other storage methods was reported by these women--closets or wardrobes, boxes, trunks, paper lining, cedar-lined closets--none by more than 1 woman in 10.

Those women who varied their methods of storing according to the items tended to put blankets, sweaters, blouses, and small accessories such as gloves and scarves in cedar chests and boxes; and dresses, suits and outer clothing in garment bags (table 56).

Three-fourths of all women interviewed said that they had mothproofed wool items during the past year, again primarily in their homes (table 55).

70 percent of all women interviewed said they mothproofed at home

1 percent said they had wool items mothproofed commercially

4 percent said they did both

Crystals or nuggets and moth balls were the principal preparations used for home mothproofing. Liquid sprays were third in importance, with flakes, squares or cakes, and bombs named by small proportions.

The women who handled various wool items differently tended to use liquid sprays more for outer garments, suits, and dresses than for other items (table 56).

Costs of Moth Protection.--Those women who gave their wool items moth protection and were able to cite their expenditures reported on the average that they spent $2.09 in the past year for storing and mothproofing their woolens. The costs covered mothproofing preparations and payments for commercial mothproofing and storage but not cleaning costs or such long-term investments as garment bags and cedar chests (table 57).

Figures on mothproofing costs must be interpreted with caution because some women who protected their woolens could not remember how much they spent, and others who did report expenses may not have been able to recall them exactly after a lapse of some months. The overall average of $2.09 is made up as follows:

Three-fourths (77 percent) of the women interviewed said they handled all storage and mothproofing at home, and 71 percent reported their expenditures. On the average, these women said they spent $1.50 for the year.

The small group of women -- 2 percent -- who had all their moth protection done commercially said they spent an average of $11.09 during the year.

Another small group -- 7 percent -- used both home and commercial facilities. The 4 percent who reported both types of expenditures said they spent, on the average, $9.28.

Moth Damage.--A total of 211 women named 277 damaged items (an average of 1.3 items per woman reporting damage). More than half (55 percent) of the damaged items had been given no moth protection.

One out of 3 of the motheaten items was described as damaged beyond repair, and 2 out of 3 were reported to have been repairable. Only a minority of the items that could have been repaired, however, had actually been repaired.

In summary:

34 percent of the 277 items were damaged beyond repair. The average initial cost of these items was estimated at $16.20.

41 percent of the items could have been repaired but were not.

25 percent were repaired at an average cost of $1.38 per item.

Attitudes Toward Premothproofed Items.--Most women expressed interest in having wool items premothproofed by manufacturers.

All women interviewed were asked:

"Have you ever seen a woolen clothing item which was labeled to tell you that it was made 'mothproof' by the manufacturer?"

About one-fourth of the women said that they had noticed premothproofed items. Awareness of premothproofing was greater among the upper than the lower income groups (table 58).

About 1 woman in 12 (8 percent) reported having bought a premothproofed item. No single item was outstanding, but suits, skirts, sweaters, and blankets were among the items bought.

Among the women who had bought a premothproofed clothing or household item, 3 out of 4 felt that the claims made by the manufacturer about mothproofing held true. The remainder persisted in treating premothproofed wool garments with their usual preventive methods, primarily because they were afraid to take a chance or because it was easier and more convenient to handle all wool items simultaneously. Virtually none of the women who had bought a premothproofed item said they were, in fact, disappointed in the claims.

Almost 9 out of 10 of the women interviewed said that they would be interested in having wool garments made "permanently mothproofed by the manufacturer."

Older women and lower income women were least interested, but even in these groups about 8 out of 10 expressed general interest in premothproofing (table 59).

Asked about specific items, over 80 percent of all women said they would be willing to pay,

$.10 extra for a sweater

$.50 extra for a dress or suit

$1.00 extra for a coat

in order to have it premothproofed.[5/]

Peace of mind and the saving of time, trouble and expense were the principal reasons given for this overwhelmingly favorable reaction to the "premothproofing" concept.

The few women who responded negatively to the idea did not feel the need for premothproofing--either because they "had no trouble with moths," because they did not mind following the mothproofing procedures they were using, or because they did not own woolens. Only 1 percent of the women interviewed said that they doubted clothing could be satisfactorily protected by premothproofing.

5/ These amounts were used because it was the considered judgment of an industry advisor, the Geigy Chemical Company, that they would cover the costs of premothproofing the items.

PART II ------ HOME SEWING, KNITTING, NEEDLEWORK

Fibers and yarns used in home sewing and other needlework are an important outlet for natural fibers produced in the United States. In this market as in the market for readymade items, natural fiber producers are faced with increasing competition from manmade fibers. As a guide to product improvement and promotion, it is important to know the extent of the market, consumer use of and attitudes toward the various fibers, consumer satisfaction with the availability of supplies, and other market data.

All women interviewed were asked whether or not they had used sewing machines and for what purposes, and whether they had knit, crocheted, made rugs, woven or done other types of needlework involving yarns or threads in the year preceding the interview. Women who had sewn new garments or had knit were asked further questions about these activities. The sample on which sewing information is based consists of 40 percent of all women interviewed, or 962 women who had made new garments in the past year; that for knitting comprises 9 percent of all women interviewed, or 221 women who had knit in the past year.

H I G H L I G H T S

	Details on page:
The majority of women in the United States perform some type of needlework. Sewing is the most widely practiced needlework art, followed by crocheting, embroidery, knitting, and rugmaking. Small proportions of women do needlepoint, quilting, weaving, or tatting.	41, 50, 54
About 7 women in 10 reported that they had the use of sewing machines: 62 percent said that they owned machines in working order, and an additional 7 percent said they sometimes rented or borrowed machines.	41
Most of these women used sewing machines in the past year, many of them for more than one purpose -- mending, making new clothes, altering clothes, making household items.	41
The 4 women in 10 who made new clothes in the year preceding the interview said they had made an average of 9 garments each. Women's garments, particularly dresses, skirts, and blouses, and children's garments were the most widely made items. Fewer women reported sewing new articles for infants or for men.	42

	Details on page:
Practically all new-clothes sewers used cotton in the past year. Wool--used by 30 percent of all women who made new clothes--was the leading fabric in suits or coats.	43
Resistance toward use of wool fabrics appears to be based largely on lack of need for making wool garments or on belief that wool is difficult to work with, expensive, or irritating.	44
While wool fabric availability appears to be satisfactory to the majority of women who sewed with wool last year, about 2 out of 5 reported difficulty in finding wool fabrics at a price they wanted to pay, in wanted colors, in patterns or designs they liked, or in the desired quality.	46
In large metropolitan areas--those with a million population or more--yard goods stores were patronized for wool fabrics almost as much as department stores; in medium-sized and small communities, the great majority of users of wool fabrics said they bought in department stores. Most rural wool users went to the city to buy this fabric.	47
The majority of women who make new clothes buy patterns. Most pattern buyers were able to find what they wanted last year, and most thought patterns entirely satisfactory to work with. Those who did have problems with patterns mentioned mainly difficulties in finding wanted styles and needed sizes, and in following instructions.	47
About a fifth of new-clothes sewers said either that they had no convenient notions store or that they were dissatisfied with the supplies in the stores that were at hand.	49
About 1 woman in 10 did some knitting in the year preceding the interview, producing an average of about 3 items per knitter. Accessories for men, children and women, infants' items, and children's and women's sweaters were the most widely made knit articles.	50
About 8 knitters in 10 used wool in the past year. Nylon, used by about 3 in 10, was the second ranking fiber. All but 11 percent of the wool users reported no difficulty in finding the yarns they wanted.	52

Details on page:

Belief that wool is difficult to care for, that it does not wear well, or that its texture is irritating or uneven were the major drawbacks cited by the minorities of knitters who had suggestions for improving wool yarns or who had not used wool yarns in the past year. 53

HOME SEWING

Sewing Machine Ownership and Use.--The majority of American women have and use sewing machines. About 3 out of 5 women interviewed (62 percent) said that they owned sewing machines in working order, and an additional 7 percent said that they sometimes rented or borrowed sewing machines--a total of 69 percent.

Women under 30 were less likely (44 percent) than others to say that they owned sewing machines and more likely (16 percent) to say that they rented or borrowed. While renting or borrowing was fairly constant in other population groups, ownership of sewing machines was higher among women living in small than in large communities and higher among upper income women and housewives than among lower income and employed women (table 60).

Women use sewing machines for a variety of purposes. The majority of women--58 percent--said they had used sewing machines in the past year, many of them for more than one kind of sewing. The widest sewing machine use reported was for mending, but substantial proportions of women said that they used their machines for making new clothes, for altering clothes, and for making household items.

Among all women interviewed--

46 percent used sewing machines for mending
40 percent used them for making new clothes
37 percent used them for altering clothes
35 percent made household items on their machines

The population groups where sewing machine ownership was highest not unnaturally reported highest use of machines in the past year, small town women using them more for all purposes than women in larger communities, upper income women using them more for mending and alterations than lower income women but about the same for making new clothes and household items, and housewives for making household items and for mending more than employed women. The use of sewing machines for making new clothes was about as important to women under 30 as to others, but smaller proportions of these younger women than of those 30 and over used sewing machines for other purposes.

Number of New Garments Sewn.--The average home sewer of new clothes made 9 items in the year preceding the interview. Among the women who made new clothes, about 4 out of 10 said they made between 1 and 6 garments in the past year, about 1 in 4 said they made from 7 to 12 garments, and 3 in 10 averaged more than 1 item a month (table 61).

Output of new clothes reported by the 40 percent of all women interviewed who used sewing machines for this purpose is as follows:

9 percent said they made 1 - 2 garments
14 percent said they made 3 - 4 garments
15 percent said they made 5 - 6 garments

10 percent said they made 7 - 9 garments
14 percent said they made 10 - 12 garments

9 percent said they made 13 - 18 garments
7 percent said they made 19 - 24 garments
16 percent said they made more than 24 garments

6 percent could not say how many they made.

For purposes of analysis, women who made no more than 6 new garments in the past year were considered "less frequent sewers," those who made from 7 to 12 garments were considered "moderate sewers," and those who made more than 12 "frequent sewers."

Sewing Help.--Except for very young women, most new-clothes sewers get along without assistance. Asked, "Do you ever get help or advice from anyone on your sewing?" about 6 in 10 of the women who made new clothes said they did not. This proportion was about the same for less frequent, moderate, and frequent sewers. Among those under 30, however, about 4 in 10 said they got no help, with progressively larger proportions in the older age groups reporting independent sewing (table 62).

Relatives and friends appear to be the most important sources of sewing help and advice. Very small proportions sought professional assistance. In all, 42 percent of the new-clothes sewers said they got help--23 percent from relatives, 18 percent from friends, 3 percent from sewing machine stores, 3 percent from schools, 1 percent from seamstresses or dressmakers.

Types of Garments Sewn.--More home sewers make new clothes for women--presumably themselves--and for children than for infants and men.

The great majority of women who made new clothes in the year preceding the interview made women's dresses, and substantial proportions made skirts and blouses. Fewer made lingerie or suits or coats (table 63).

Of all women who made new clothes in the past year--

71 percent said they made dresses
41 percent said they made skirts
34 percent said they made blouses
16 percent said they made lingerie
11 percent said they made suits or coats
26 percent made other items--aprons, play clothes, etc.

Higher proportions of older than of younger women said they made dresses, lingerie, and aprons, while more younger than older women made skirts and blouses. Women of all age groups were similar in the proportions making suits or coats.

For children, too, dresses were the major item made in the past year. About 4 out of 10 new-clothes sewers made children's dresses; over 3 in 10 made children's shirts, blouses, play clothes, or underthings; almost 3 in 10 made skirts. Again, rather few women--14 percent of those who made new clothes--attempted children's suits or coats. Women in their 30's were more likely than those in other age groups to sew for children.

About 13 percent of all women who made new clothes on their sewing machines in the past year sewed for infants.

For men, 9 percent of the new-clothes sewers made shirts, 7 percent made lounging or sleeping garments, 2 percent made underwear, and 2 percent made other garments.

Fabrics Used.--Cotton fabrics enjoy the widest use for home sewing of new clothes, with wool second.

Practically all--97 percent--of the women who made clothes in the past year used cotton. Wool was reported by 30 percent of the sewers, rayon or acetate by 24 percent, nylon by 20 percent, and silk by 13 percent. Small proportions said they used wool blends, Orlon, Dacron, or linen (table 64).

Cotton was used by about the same proportions of women in all age groups. More women under 50, however, than older women reported having used wool.

The more garments a woman made, the more likely was she to have used a variety of fabrics. All the frequent sewers said they had used cotton, while 93 percent of the least frequent sewers said this. Use of wool was reported by 47 percent of the most frequent but only 17 percent of the least frequent sewers; and use of rayon or acetate was mentioned by 40 percent of the most frequent but 12 percent of the least frequent sewers. For nylon, comparable figures were 40 percent and 6 percent; for silk, 19 percent and 7 percent.

Except for suits or coats, cotton was by far the leading fabric in all types of garments made at home in the past year. From 77 percent to 95 percent of the women who sewed each of the items said they had used cotton. Cotton ranked second for suits or coats.

A majority of the women who made suits or coats in the past year said they had used wool. Use of wool was also reported by 33 percent of the sewers who made women's skirts, by 25 percent of those who made children's skirts, by 11 percent of those who made women's dresses, and by smaller proportions for other items.

About a fifth of the sewers who made women's dresses, suits or coats said that they had used rayon or acetate, and between 10 and 14 percent had used these fibers for women's skirts or lingerie or for children's dresses, suits, or coats.

The highest use of nylon was reported for children's dresses, men's shirts, and women's dresses, blouses, and lingerie; while silk found its largest use in women's dresses.

Attitudes toward Wool Fabrics.--Three-fourths of the new-clothes sewers had no suggestions for improving wool fabrics for sewing. When asked, "All in all, do you have any overall suggestions as to how wool fabrics for sewing could be improved," 25 percent of all new-clothes sewers made suggestions. Women who had made wool garments and frequent sewers were the most likely to have ideas for improvement.

Ways in which wool fabrics for sewing might be improved were suggested by:

35 percent of women who had sewed with wool in the past year
21 percent of new-clothes sewers who had not used wool

33 percent of the frequent sewers
21 percent of the moderate sewers
22 percent of the less frequent sewers

The leading suggestions had to do with the care, feel, cost, construction, or weight of wool fabrics. Other suggestions concerned moth resistance, color, and width of material.

Among the 25 percent of new-clothes sewers who had suggestions for improvement of wool fabrics:

21 percent said that wool should be preshrunk
12 percent said simply that wool should be washable

17 percent said wool should be softer, less scratchy
17 percent said wool should be less expensive
15 percent said construction or weave should be improved
12 percent said wool should be lighter weight
9 percent said it should be mothproofed
5 percent said there should be a greater variety of colors
4 percent said wool should come in greater widths
3 percent said it should hold up better under pressing
2 percent said it should be made wrinkle-resistant
2 percent said wool dyes should be improved

Some possible clues to resistance toward the use of wool fabrics may be found in the differences between suggestions made by women who had used wool in the past year and those who had not. These answers can be no more than hints, however, because of the small number of women--101 users of wool, 140 nonusers--who made suggestions. Among women who gave ideas for improvement:

24 percent of nonusers of wool said wool should be made less scratchy
8 percent of wool users said this

20 percent of nonusers said wool should be less expensive
13 percent of users said this

15 percent of nonusers said wool should be lighter in weight
9 percent of users said this

Suggestions made more by users than nonusers appear to come from more intimate knowledge of the fabric and may not be strong drawbacks to use:

20 percent of users said wool construction or weave should be improved
11 percent of nonusers said this

12 percent of users said wool should come in a greater variety of colors
0 percent of nonusers said this

The other suggestions were made by similar proportions of users and nonusers.

Most sewers of new clothes have had experience in sewing with wool. In addition to the 30 percent of new-clothes sewers who said they had sewed with wool in the past year, 33 percent said they had used wool in previous years. The remainder--37 percent--said they had never sewed with wool.

Lack of need or desire for wool garments, difficulty in working with wool, cost, and belief that wool is irritating are the major reasons given for not having used wool recently. Asked, "How is it that you have not made anything out of wool in the past year?" nonusers (70 percent of new-clothes sewers) gave the following answers:

20 percent said they did not need wool garments, some of them because they considered wool too warm for their climate
12 percent said they had no occasion to use wool fabrics because their children were grown or they did not sew much

16 percent said it takes too long to sew with wool
14 percent considered themselves not skilled enough to work with wool
4 percent said they were not well enough to work with wool
3 percent said simply that wool is difficult to work with

13 percent said wool is too expensive for them to use
5 percent considered wool too costly to experiment with

11 percent said they considered wool itchy or scratchy
4 percent said it was just as cheap to buy readymade wool garments
4 percent said they preferred readymade wool garments
3 percent said they preferred washable materials
3 percent were new sewers who had not tried wool yet
2 percent said they did not like to sew wool materials

Shopping for Wool Fabrics.--Although wool availability appears to be satisfactory to most consumers, a substantial minority have problems in finding what they want. Asked if they had had difficulty in finding wool yard goods of the quality, color, pattern or design they wished, or at a price they wanted to pay, 37 percent of the women who sewed with wool in the past year said they had had one problem or another:

21 percent of the wool users said they had had difficulty in the past year in getting wool fabrics at the price they wanted to pay

20 percent said they had had difficulty in getting the color they wanted

12 percent said they had had difficulty in getting patterns or designs they liked

10 percent said they had had difficulty in getting the quality they wanted.

The department store is the leading outlet for wool fabrics. With some wool users reporting shopping in more than one type of outlet, 8 out of 10 said they had bought wool fabrics in the past year in department stores and almost 3 in 10 in yard goods stores. A few--1 in 20--had bought from mills or factories. In large cities, yard goods stores played an important part in wool fabric purchases: There, about 6 in 10 said they had bought in department stores and 5 in 10 in yard goods stores. In smaller communities, on the other hand, the great majority bought in department stores and smaller proportions in yard goods stores (table 65).

In small towns and rural areas, most women go to the city for their wool fabrics. About 6 in 10 small town wool buyers said they bought in nearby cities, compared with about a fourth in the larger communities. Presumably, many of the women in large communities who said they bought in "nearby cities" were suburban dwellers who went into town. Large-city residents were more likely than other women to shop in neighborhood stores, and women in medium-sized communities were most likely to shop in downtown stores.

Clothes Patterns.--Most women who sew new garments use clothing patterns. Among the women who made new clothing in the past year, 80 percent said they had bought patterns. Women who sewed with wool, and women who made a large number of items, were particularly likely to buy patterns.

Among new-clothes sewers, purchase of patterns in the past year was reported by:

94 percent of those who had sewed with wool fabrics
74 percent of those who had not sewed with wool

91 percent of the frequent sewers
81 percent of the moderate sewers
71 percent of the less frequent sewers

The selection and workability of clothing patterns appear to be satisfactory to the majority of pattern buyers, but important minorities have problems. Three-fourths of the women who bought patterns in the past year said they are usually able to get what they want in the way of patterns, and a similar proportion said that patterns are in general entirely satisfactory to work with. About two-thirds of the pattern buyers had no suggestions for improvement of garment patterns.

Style and sizing are the major difficulties women report in finding the patterns they want. Problems reported by the 25 percent of pattern buyers who said they usually have difficulty in finding what they want in the way of patterns were:

29 percent said they couldn't find styles they wanted
8 percent said styles were not new enough, not like the styles in fashion magazines
8 percent said there was a limited variety of styles
5 percent said styles were too extreme, too fancy
3 percent said styles were unbecoming or unsuitable

19 percent said it was difficult to find patterns that fit
18 percent said their sizes were usually out of stock
12 percent said size ranges were too limited in styles they wanted

4 percent said patterns they wanted were out of stock

Size again was a major problem to the women who said they had difficulty in working with patterns. A number of women had other difficulties, particularly with following instructions and with altering patterns. Here are the drawbacks named by 24 percent of pattern buyers who had trouble working with patterns:

30 percent said patterns were not true to size or not cut to size
16 percent said patterns were not made for different heights and builds--too short or too long in the waist, etc.
7 percent said pattern sizes were not standardized among the different brands
3 percent said they had difficulty getting large, small, or half sizes
2 percent said pattern sizes did not conform to sizes in readymade clothes

19 percent said instructions were poor
8 percent said patterns were complicated, hard to figure out

11 percent said patterns were hard to alter to fit their figures or their personal ideas
6 percent had difficulty with particular parts of patterns, like sleeves or collars
3 percent said patterns did not work out well in general
2 percent said they required too much or too little material
2 percent said patterns tore quickly or were hard to handle

Women had a large variety of suggestions for improving clothing patterns, with better instructions and better conformity to sizes in the lead. The makeup of the pattern itself and pattern styles also came in for comment. The suggestions for improvement given by 36 percent of the pattern buyers were as follows:

14 percent said instructions should be more explicit or more complete
13 percent said instructions should be simpler
5 percent said instructions should be on the pattern pieces
5 percent said instructions should be printed more clearly
2 percent said instructions should show how to alter, shorten or lengthen

14 percent said patterns should run true to size
12 percent said there should be sizes for women of different builds
9 percent said pattern sizes should be standardized
5 percent said there should be more half sizes
2 percent said size ranges should be more complete

7 percent said tissue should be better quality
5 percent said patterns should be pretrimmed, without margins
2 percent said envelopes should be better

5 percent said patterns should come in better styles
3 percent said there should be a greater variety of styles for the mature or heavy figure

Shopping for Sewing supplies.--On the subject of the availability of sewing accessories, too, a minority of women expressed dissatisfaction. Most sewers said that they had a convenient notions store whose supplies were entirely satisfactory to them, but a fifth either had no such store or were dissatisfied with the selection in available stores. Two questions were put to the women who made new clothes in the past year:

"Is there a convenient store where you can get notions such as thread, zippers, buttons, etc.?"

"Is the selection of these supplies in this store completely satisfactory or are you dissatisfied in any way?"

10 percent said there was no convenient notions store
11 percent said there was a convenient store but they were dissatisfied with selection
79 percent said there was a convenient store with whose selection they were entirely satisfied.

This pattern of store availability and consumer satisfaction was almost identical among women living in small, medium sized, and large communities.

Attitudes toward Knitting.--A minority of women in the United States reported having done knitting. About 7 women in 10 said that they had never knit, about 2 in 10 that they had knit but not in the past year, and about 1 in 10 that they had knit during the year preceding the interview (table 66).

The women who had given up knitting had done so over a period of several years--there appears to have been no sudden dropping of the knitting habit by large proportions of women:

22 percent of all women interviewed said that they had knit but not in the past year:

- 5 percent had last knit 1 to 3 years ago
- 4 percent had last knit 3 to 5 years ago
- 5 percent had last knit 5 to 10 years ago
- 7 percent had not knit for more than 10 years
- 1 percent could not remember how long ago they had last knit

The reasons these women gave for not having knit in the past year appeared to be related to personal rather than marketing factors--lack of time, interest, or need for knitting, health problems, poor knitting skill, preference for other types of needlework. A few said they considered knitting too expensive. Among the nonrecent knitters:

- 50 percent said they hadn't knit in the past year because they were too busy
- 21 percent said they had lost interest or patience
- 17 percent said they were ill or had poor eyesight
- 11 percent said they had no need to knit any more
- 8 percent said they had little knitting skill
- 6 percent said they preferred other types of needlework
- 4 percent said knitting was too expensive

Among the women who did knit in the past year--9 percent of all women interviewed--the majority said they did about as much knitting as usual. However, it appears that slightly more women may be knitting at a lessened rate than are knitting more than in the past:

- 26 percent said they had knit fewer items in the past year than they had knit per year previously
- 21 percent said they had knit more than their previous yearly output
- 53 percent said they had knit to about the same extent in the past year as they had previously

The very small group of women who said they knit less last year than in the past--only about 2 percent of all women interviewed--again gave mainly personal reasons; but a few talked of higher wool prices and of preferences for synthetics. Here are their reasons:

57 percent said they were knitting less because of lack of time
10 percent said their children were grown and they had no need to knit
10 percent said they preferred other types of needlework
10 percent said they were ill or had poor eyesight
5 percent said they had other hobbies such as television
4 percent said they had no need for knitted garments
2 percent said they knitted fewer Christmas gifts

10 percent said it was cheaper to buy readymade knit items, that wool had gone up in price
2 percent said they thought synthetics were nicer or cheaper

Number of Items Knit.--The majority of knitters said they had made 3 or fewer items in the past year. Among the 9 percent of women who did some knitting in the year preceding the interview (table 67):

25 percent said they had made 1 item
17 percent said they had made 2 items
17 percent said they had made 3 items
10 percent said they had made 4 items

5 percent said they had made 5 items
7 percent said they had made 6 to 8 items
4 percent said they had made 9 to 11 items
12 percent said they had made 12 or more items

3 percent could not say how many items they had made

For purposes of classification, the 69 percent of knitters who had made from 1 to 4 items are considered "less frequent knitters," the 28 percent who had made more than 4 items "frequent knitters." On this basis, 71 percent of the knitters under 40 years of age fall into the "less frequent" category; 66 percent of the women 40 and over are in this category. About three-fourths (73 percent) of the knitters living in the largest urban areas are classed as "less frequent knitters," compared with 66 percent of those living in smaller communities.

Types of Items Knit.--Women reported having knit a variety of items in the past year. Infants' items, accessories for men, children, and women, and children's and women's sweaters led the list, each named by 20 percent or more of the knitters. Smaller proportions said they had made men's sweaters, household items, or women's dresses.

Items named by the women who had knit in the past year were:

35 percent said they had knit for infants
30 percent said they had made men's accessories, such as socks, gloves, ties, scarves
27 percent said they had made children's accessories
20 percent said they had made women's accessories

26 percent said they had made children's sweaters
22 percent said they had made women's sweaters
11 percent said they had made men's sweaters

10 percent said they had made household items
7 percent said they had made women's dresses
4 percent said they had made other items

Yarns Used.--Wool was the outstanding fiber used for knitting in the past year. About 8 out of 10 knitters used wool, while the second ranking fiber, nylon, was used by approximately 3 in 10. Wool-and-nylon blend was reported by 9 percent of the knitters, Orlon by 6 percent and cotton by 5 percent. Wool blended with rayon, other wool blends, Dacron, and Angora were each used by 1 or 2 percent of knitters (table 68).

The same proportion--81 percent--of women who knit 5 or more items as of less frequent knitters said they used wool, though the more frequent knitters may have used more wool yarns than the less productive women did. However, higher proportions of frequent than of infrequent knitters indicated use of some of the other fibers; for example, 19 percent of the frequent knitters used wool blended with nylon, compared with 5 percent of infrequent knitters; and 43 percent of the frequent but 23 percent of the infrequent knitters said they used nylon yarns.

Wool was the leading fiber used in all types of items: 82 percent of the women who made sweaters used wool, as did 73 percent of the women who made accessories, 63 percent of the knitters who made infants' items, and 75 percent of those who made other articles. Highest use of nylon--44 percent--was reported by women who knit for infants; and 27 percent of those who made accessories and 17 percent of those who made sweaters said they used this yarn.

Attitudes toward Wool Yarns.--About a third of the knitters had suggestions for improving wool yarns for knitting. All women who had knit during the past year were asked, "All in all, do you have any overall suggestions as to how wool yarns for knitting could be improved?" Those who made suggestions spoke mainly of improving care and laundering, durability, texture, color, and winding.

There was little difference between frequent and infrequent knitters in the proportions making suggestions: 36 percent of the former and 33 percent of the latter group had suggestions for improvement.

Following are the improvements suggested by 34 percent of the knitters:

25 percent said wool yarns should be preshrunk
3 percent said they should be easier to wash

16 percent said yarns should be stronger, not break or split
4 percent said synthetic fibers should be added for strength and durability
3 percent said yarns should not stretch

12 percent said wool yarns should be softer or smoother
11 percent said yarns should be more even textured
3 percent said yarns should be finer

8 percent said colors should be standard, not dye lots
5 percent said there should be a wider variety of colors
4 percent said colors should be permanent, fadeproof

9 percent said wool should be wound in balls instead of hanks
7 percent said starting ends should be easier to find or that snarling should be avoided

5 percent said yarns should be mothproofed

Competition from manmade fibers is apparent in the reasons knitters gave for not having used wool yarns in the past year. These reasons can be only suggestive, for the number of women involved is small: Only 19 percent of the knitters, or 2 percent of all women interviewed, had not used wool. Many of their reasons, however, had to do with the qualities of competing fibers, as follows:

27 percent said they had not used wool because it doesn't wash well--that it shrinks or colors run
22 percent said synthetics are easier to take care of
17 percent said wool is itchy or scratchy
15 percent said wool doesn't wear as well as other fibers
10 percent said the items they knit did not require wool
7 percent said wool is not so easy to work with as other fibers
7 percent said they preferred nylon
7 percent said wool is too warm or too heavy
2 percent said they couldn't find the wool they wanted

22 percent had no particular reason for not using wool

Availability of Wool Yarns.--Most women were able to find the wool yarns they wanted. Only 11 percent of those who had knit with wool in the past year said they had had any difficulty in getting just what they wanted in wool yarns; 89 percent said they had had no difficulty. As shown in the table above, only 2 percent of the women who had not knit with wool said one reason was that they could not find what they wanted.

OTHER TYPES OF NEEDLEWORK

Next to sewing, crocheting and embroidery are the most widely practiced forms of needlework. About 1 woman in 5 said she had done each of these in the past year. Higher proportions of older than younger women said they had crocheted, while the reverse was true for embroidering. Both of these forms of needlework were reported by higher proportions of women living in small than in large communities, and by higher proportions of housewives than of employed women (table 69).

Small proportions of women reported having done other types of needlework in the past year, as follows:

7 percent said they had made rugs
3 percent said they had done needlepoint
2 percent said they had done quilting
1 percent said they had done weaving
1 percent said they had done tatting

APPENDIX

Note on Sampling Error

An idea of the approximate order of magnitude of the sampling standard error can be obtained by computing the value of $\sqrt{\frac{pq}{n}}$ and then making an arbitrary allowance for the difference in efficiency between an unrestricted random sample and the sample actually used for this study. For example, in reply to the question on ownership of suits, 63 percent of the 2,425 women interviewed said that they owned suits. In this case $\sqrt{\frac{pq}{n}} = \sqrt{\frac{(63)(37)}{2425}} =$ 1.0 percent. Note that n is the number of cases on which the percent, 63, is based and q is equal to 100 minus 63.

If the sample could be interpreted as equivalent in precision to an unrestricted random sample, 62 and 64 or 61 and 65 would be quoted as the 67 percent or the 95 percent confidence limits, respectively, for the estimate of the percent owning suits. However, the loss in statistical efficiency due to clustering is not completely offset by gain in statistical efficiency due to stratification, so the use of $\sqrt{\frac{pq}{n}}$ gives an underestimate of the sampling error.

Comparisons of computed sampling errors from previous studies (using appropriate formulas corresponding to the sample design) with value of $\sqrt{\frac{pq}{n}}$, suggest that the value of $\sqrt{\frac{pq}{n}}$ should be inflated by a factor between about 1.25 and 1.75. (Theoretical considerations suggest that this inflation factor in this particular study should be about 1.45, when the percents are based on the total sample.) In other words, the sampling error for the 95 percent level of probability might be expressed as $2k\sqrt{\frac{pq}{n}}$ where k is an unknown number but past experience indicates that it is between 1.25 and 1.75 for samples similar to that used for this survey. The value of k varies from item to item and also with the nature of breakdown of the data in the case of percents based upon only a part of the total sample.

This provides only a means of speculating on the sampling error, but is a useful aid in the interpretation of results in the absence of computed unbiased estimates of sampling error. One can be reasonably sure that the sampling error pertaining to an estimated percent, p, is not more than about $3\sqrt{\frac{pq}{n}}$ percentage points.

Detailed Tables

The following tables show the percentage distributions of answers given to the questions asked for this study. The order of the tables corresponds generally to the discussion in the report.

The income distributions represent total family income before taxes, as reported by the women interviewed.

The income, employment status, and other groupings may add to fewer than the total number of cases because of some unclassified respondents.

Arrangement of Tables

	Table Numbers
Ownership, recent purchase, and fiber attitudes:	
Suits	3-12
Skirts	13-20
Sweaters	21-29
All three	30
Shopping for suits, skirts and sweaters	31-37
Care and cleaning	38-48
Label information	49-53
Attitudes toward imported fabrics	54
Mothproofing	55-58
Sewing	59-64
Knitting	65-67
Other needlework	68

Following the tables is a copy of the questionnaire, complete except for space-saving omissions that do not affect understanding of the questioning.

Table 3.--"I'd like to talk with you about readymade fall, winter, and spring suits. By suits, we mean a skirt and jacket that are worn together as an outfit, usually along with a blouse. Do you have any readymade fall, winter, or spring suits at the present time? Have you bought any such suits for yourself during the past year?"

Background characteristics	Own	Do not own	Owners who		Cases
			Bought in past year	Did not buy	
	Percent	Percent	Percent	Percent	Number
United States total -----	63	37	19	44	2,425
Age group:					
Under 30 years --------	74	26	24	50	569
30 - 39 years ---------	67	33	21	46	586
40 - 49 years ---------	65	35	17	48	519
50 years and over -----	50	50	15	35	751
Income group:					
Under $3,000 ----------	53	47	13	40	823
$3,000 - 5,000 --------	66	34	19	47	718
$5,000 and over -------	73	27	25	48	695
Education:					
Grammar school --------	45	55	9	36	771
High school -----------	67	33	21	46	1,224
College ---------------	81	19	30	51	430
Marital status:					
Single ----------------	74	26	34	40	175
Married ----------------	64	36	18	46	1,939
Other 1/ --------------	49	51	15	34	311
Employment status:					
Housewives ------------	60	40	16	44	1,706
Employed women --------	70	30	26	44	699
Full time ------------	72	28	28	44	505
Part time ------------	64	36	19	45	194
"Meet the public" work -------------	75	25	29	46	335
Other type work -----	65	35	23	42	364
Size of place:					
1,000,000 or more -----	64	36	20	44	644
2,500 - 1,000,000 -----	67	33	22	45	1,009
Less than 2,500 -------	57	43	14	43	772

1/ Widowed, divorced, separated.

Table 4.--Women who had fall, winter, or spring suits in their active wardrobes: Percentage distribution of number of suits currently owned

Background characteristics	Number of suits owned									Cases
	1	2	3	4	5	6	7	8 or more	Average	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total suit owners	30	28	20	11	5	3	1	2	2.6	1,524
Age group:										
Under 30 years	25	27	23	14	5	2	2	2	2.7	422
30 - 39 years	29	29	18	11	5	5	2	1	2.6	394
40 - 49 years	30	28	21	10	5	2	2	2	2.6	336
50 years and over	37	26	17	9	4	2	2	3	2.5	372
Income group:										
Under $3,000	40	29	16	9	2	2	1	1	2.2	434
$3,000 - 5,000	29	29	20	11	4	3	2	2	2.6	474
$5,000 and over	23	25	22	14	7	4	2	3	3.0	505
Employment status:										
Housewives	32	30	20	8	4	3	1	2	2.5	1,027
Employed women	26	23	19	17	6	3	3	3	2.9	490
Full time	24	23	19	18	7	3	3	3	3.0	366
Part time	30	24	21	14	4	4	2	1	2.7	124
"Meet the public" work	22	23	20	20	6	4	3	2	3.1	252
Other type work	30	23	20	14	6	2	2	3	2.8	238

Table 5.--Women who had bought a fall, winter, or spring suit in the past year: Percentage distribution of number of suits bought

Background characteristics	Number of suits bought					Cases
	1	2	3	4 or more	Average	
	Percent	Percent	Percent	Percent	Percent	Number
Total suit buyers	78	16	3	3	1.3	463
Age group:						
Under 30 years	80	15	1	4	1.3	141
30 - 39 years	77	19	2	2	1.3	126
40 - 49 years	73	23	2	2	1.4	88
50 years and over	82	8	5	5	1.3	108
Income group:						
Under $3,000	86	11	1	2	1.2	106
$3,000 - 5,000	79	14	2	5	1.3	139
$5,000 and over	75	18	4	3	1.3	176
Employment status:						
Housewives	82	14	2	2	1.2	276
Employed women	74	18	3	5	1.4	181
Full time	74	17	4	5	1.4	144
Part time	73	21	3	3	1.4	37
"Meet the public" work	71	21	2	6	1.4	97
Other type work	77	16	5	2	1.3	84

Table 6.--All suits in active wardrobes: Percentage distribution of fibers

Background characteristics	Suit fibers												Suits	Suit owners
	Wool	Wool and rayon	Wool and cotton	Wool and Dacron	Other wool blends	Rayon or acetate	Cotton	Orlon	Dacron	Other fibers	Other blends	Not ascertained		
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number	Number
Total suits owned -------	55	8	1	1	1	18	8	1	1	2	1	3	3,982	1,524
Age group:														
Under 30 years --------	49	9	2	1	1	20	11	1	1/*	1	*	5	1,151	422
30 - 39 years ---------	56	8	3	1	1	18	8	*	1	1	1	2	1,036	394
40 - 49 years ---------	60	8	1	1	1	17	5	1	*	2	1	3	877	336
50 years and over -----	58	6	1	1	1	18	7	1	1	2	2	2	918	372
Income group:														
Under $3,000 ----------	49	10	2	1	1	21	11	*	*	1	1	3	945	434
$3,000 - 5,000 --------	54	7	2	1	1	19	9	*	1	2	1	3	1,232	474
$5,000 and over -------	61	7	1	1	1	17	5	1	1	2	1	2	1,499	505
Employment status:														
Housewives ------------	55	8	1	1	1	18	8	1	1	2	1	3	2,519	1,027
Employed women --------	56	8	2	1	1	19	7	*	*	2	1	3	1,445	490
Full time ------------	55	7	2	1	1	20	7	*	1	2	1	3	1,114	366
Part time ------------	58	10	1	1	1	19	6	*	*	1	1	2	331	124
"Meet the public" work ----------	60	7	2	1	2	18	5	*	*	1	1	3	777	252
Other type work ------	51	8	2	1	*	22	9	*	*	3	1	3	668	238

1/ Asterisk indicates less than 1 percent.

Table 7.--All suits bought last year: Percentage distribution of fibers

Background characteristics	Suit fibers												Suits bought	Suit buyers
	Wool	Wool and rayon	Wool and Dacron	Wool and cotton	Other wool blends	Rayon or acetate	Cotton	Dacron	Orlon	Other fibers	Other blends	Not ascertained		
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number	Number
Total suits bought last year	50	8	3	2	4	15	6	1	1	3	2	5	597	463
Age group:														
Under 30 years	48	10	4	2	2	13	7	1	--	3	1	9	179	141
30 - 39 years	55	7	3	2	3	15	5	1	1	3	1	4	162	126
40 - 49 years	49	7	4	2	5	14	7	--	2	3	2	5	120	88
50 years and over	50	6	1	1	9	17	4	1	1	3	4	3	136	108
Income group:														
Under $3,000	48	6	3	2	4	16	11	2	--	3	1	4	126	106
$3,000 - 5,000	45	12	3	2	4	19	5	1	1	2	3	3	180	139
$5,000 and over	56	4	3	2	5	10	4	1	1	5	1	8	233	176
Employment status:														
Housewives	46	7	3	2	5	16	8	1	1	3	2	6	339	276
Employed women	57	8	3	2	3	13	3	1	--	3	2	5	248	181
Full time	57	9	3	2	3	11	4	1	--	3	1	6	198	144
Part time	58	2	4	2	--	22	4	--	--	4	2	2	50	37
"Meet the public" work	58	9	3	2	3	10	4	2	--	2	2	5	138	97
Other type work	55	7	3	3	3	16	3	--	--	4	1	5	110	84

Table 8.--Women who had fall, winter, or spring suits in their actives wardrobes: "Of all the fibers used for fall, winter, and spring suits, which one would you say is best for these suits?"

Background characteristics	Fiber preference													Cases
	Wool	Wool and rayon	Wool and Dacron	Wool and cotton	Wool and Orlon	Wool and nylon	Rayon or acetate	Cotton	Orlon	Dacron	Other fibers	Other blends	No preference	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total suit owners -------	66	7	5	1	1	1/ *	7	3	3	2	1	1	3	1,524
Age group:														
Under 30 years -------	59	9	6	1	1	*	7	4	4	2	1	1	5	422
30 - 39 years --------	61	7	6	2	2	*	9	3	2	4	*	1	3	394
40 - 49 years --------	67	6	5	1	2	*	7	3	3	3	1	*	2	336
50 years and over ----	78	5	3	*	*	1	6	2	*	1	1	1	2	372
Most experience with: 2/														
Wool ----------	80	3	6	*	1	*	2	*	3	3	*	*	2	1,124
Wool and rayon -------	26	53	3	1	2	2	3	--	5	3	--	1	1	103
Rayon or acetate -----	31	5	3	1	1	1	46	2	2	2	1	2	3	160
Cotton ----------	33	3	--	2	--	--	3	53	2	2	--	--	2	62

1/ Asterisk indicates less than 1 percent.
2/ The number of women reporting most experience with any one other fiber was too small for separate analysis.

Table 9.--Women who had fall, winter, or spring suits in their active wardrobes: "What are all the things that you think are good about wool (rayon or acetate, Orlon, Dacron, wool with rayon, wool with Dacron or Orlon or nylon) for fall, winter and spring suits?"

Replies	Wool		Wool and rayon		Wool and Dacron or Orlon or nylon		Rayon or acetate		Orlon		Dacron	
	Percent		Percent		Percent		Percent		Percent		Percent	
No information about fiber for suits	2		53		72		29		67		75	
Nothing liked about fiber for suits	3		8		3		15		3		3	
Something liked about fiber for suits	1/95		1/ 39		1/25		1/56		1/30		1/22	
Performance		62		18		17		19		14		11
Wears well, better, stays new looking	36		11		8		11		6		3	
Holds shape, doesn't sag, stretch	22		4		4		2		3		1	
Doesn't wrinkle easily, holds press, pleats	17		5		9		7		6		7	
Doesn't soil easily, spot resistant	3		1		1		2		1		1	
Retains color, color does not fade	3		2/*		*		1		*		*	
Does not get shiny	1		*		*		*		--		*	
All other performance mentions	*		*		*		--		--		*	
Weight		58		16		6		26		4		3
Warm, heavy, has body	55		7		4		1		2		1	
Versatile, can be worn year round	2		2		*		3		*		*	
Right weight (general)	1		1		*		2		--		*	
Cool, sheer, not bulky	*		6		2		20		2		2	
Variety of weights	--		--		--		*		*		--	
Attractive, rich, smart appearance		26		7		3		9		2		2
Care, cleanability, launderability		15		6		8		14		23		15
Cleans well, easily	7		3		1		4		2		1	
Dry-cleans well, looks new after cleaning	6		2		1		1		*		*	
Presses, irons, easily, quickly	1		1		*		3		*		*	
No (little) need to iron, press	1		--		1		*		4		3	
Does not shrink	1		*		1		*		*		*	
Is washable, don't have to dry-clean	*		1		4		5		13		8	
Washes, dries, easily, quickly	*		*		1		2		7		4	
All other care mentions	*		--		*		--		*		*	
Texture		6		2		3		3		3		1
Soft, like soft feel, look	3		1		2		2		3		1	
Like the texture, the feel	2		1		1		1		*		*	
Variety of textures, weaves	1		--		--		*		--		--	
Drapes well, tailors well		4		1		*		2		*		*
Comfort		3		5		1		4		1		1
Comfortable (general)	2		2		*		3		1		*	
Not itchy, scratchy; nonallergic	1		3		1		1		*		1	
Takes dye well, comes in nice colors		2		1		*		1		1		*
Right price; reasonable, not too expensive		1		6		*		8		*		*
All others		1		*		*		1		1		*
Not ascertained		1		*		--		--		--		--
Number of cases	1,524		1,524		1,524		1,524		1,524		1,524	

1/ Percentages for individual comments (left column) may add to more than the group totals (right column) and these add to more than the total naming something liked about the fiber because some women named more than 1 characteristic.

2/ Asterisk indicates less than 1 percent.

Table 10.--Women who had fall, winter, or spring suits in their active wardrobes: "What are the things that are not so good about wool (rayon or acetate, Orlon, Dacron, wool with rayon, wool with Dacron or Orlon or nylon) for fall, winter, and spring suits?"

Replies	Wool		Wool and rayon		Wool and Dacron or Orlon or nylon		Rayon or acetate		Orlon		Dacron	
	Percent		Percent		Percent		Percent		Percent		Percent	
No information about fiber for suits	2		53		72		29		67		75	
Nothing disliked about fiber for suits	55		29		23		24		24		18	
Something disliked about fiber for suits	1/ 43		1/ 18		2/ 5		1/ 47		2/ 9		2/ 7	
Itchy, irritating; allergic to fiber		23		1		1		3/ *		*		*
Performance		10		10		1		31		2		1
Shows dirt easily, spots easily	4		*				2					
Does not keep shape, sags, stretches	2		3				6					
Wrinkles easily, doesn't hold press	1		4				11					
Becomes shiny	1		1				6					
Clings to body, sticks, static electricity	1		*				1					
Color fades, changes; doesn't hold color	*		*				2					
Ravels, pulls out at seams	*		*				4					
Does not wear well (general)	1		3				6					
All other performance mentions	*		--				*					
Weight		8		3		1		10		4		3
Too warm, too heavy, too bulky	8		1				1					
Too cool, too sheer	*		2				9					
Care, cleanability, launderability		7		2		1		9		1		1
Not washable; has to be dry-cleaned	4		1				1					
Shrinks	3		1				3					
Does not dry-clean well	--		*				1					
Presses poorly, burns easily, sticks, melts	*		*				4					
All other care mentions	*		*				1					
Not mothproof, danger of moths, must store		4		*		--		*		--		--
Price; too expensive, not economical		2		*		*		*		*		*
Not good looking		*		2		*		6		1		1
All others		*		1		1		*		1		1
Number of cases	1,524		1,524		1,524		1,524		1,524		1,524	

1/ Percentages for individual comments (left column) may add to more than the group totals (right column) and these add to more than the total naming something disliked about the fiber because some women named more than 1 characteristic.

2/ Detail not shown because of the small proportion of women involved.

3/ Asterisk indicates less than 1 percent.

Table 11.--Women who had fall, winter, or spring suits in their active wardrobes: "Considering wool suits for a moment, -- in general, do you prefer tightly-woven fabric with a hard finish or do you prefer a more loosely-woven fabric with a soft finish?"

Background characteristics	Construction preferred						Cases
	Tightly woven fabric	Loosely woven fabric	Other weave; e.g., medium	Qualified answers	Just don't like wool suits	No preference; other factors more important	
	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total suit owners	64	27	1	2	1	5	1,524
Age group:							
Under 30 years	58	34	1	2	1/ *	5	422
30 - 39 years	67	25	*	2	*	6	394
40 - 49 years	67	24	1	4	*	4	336
50 years and over	65	27	1	3	1	3	372
Preferred fabric:							
Wool	68	24	1	3	--	4	1,007
Not wool	57	34	1	1	2	5	517

1/ Asterisk indicates less than 1 percent.

Table 12.--Women who expressed a preference for tightly-woven or loosely-woven wool suits: Reasons for preference

Reasons	Preference			
	Tightly-woven fabric		Loosely-woven fabric	
	Percent 1/		Percent 1/	
Performance		82		26
Holds shape, doesn't sag, stretch	37		2	
Wears well, better, stays new looking, doesn't get sleazy	35		9	
Doesn't wrinkle easily, holds press	23		3	
Doesn't show soil, dirt, lint	11		2	
Cleans well	9		7	
Threads don't ravel, pull, snag	6		2/ *	
Does not get shiny, slick, nap doesn't wear off	1		7	
Other performance reasons	1		*	
Appearance		32		40
Neater, smoother	10		2	
Looks better, prettier	9		18	
Richer, dressier, more elegant	7		8	
Slenderizing	2		1	
More tailored	2		*	
More flattering to figure	1		4	
More stylish	1		1	
More feminine, daintier	*		6	
Other appearance reasons	*		1	
Weight		8		10
Warmer, heavier	5		3	
Cooler, lighter, less bulky	3		7	
Tailors, drapes better; fits better		4		12
Comfort		3		26
Not itchy, irritating, scratchy	2		7	
Feels better, more comfortable	1		19	
Feel, texture		2		35
Softer; feels, looks softer	1		32	
Like feel, texture	1		3	
Other reasons		1		1
Not ascertained		2		4
Number of cases	975		417	

1/ Percentages (left column) may add to more than the group totals (right column) and these add to more than 100 because some women gave more than 1 reason.
2/ Asterisk indicates less than 1 percent.

Table 13.--"Now I'd like to talk with you about readymade fall, winter, and spring skirts. This includes all types except those that are part of suits or two-piece dresses. Do you have any readymade fall, winter, or spring skirts at the present time? Have you bought any such skirts for yourself during the past year?"

Background characteristics	Own	Do not own	Owners who		Cases
			Bought in past year	Did not buy	
	Percent	Percent	Percent	Percent	Number
United States total	55	45	27	28	2,425
Age group:					
Under 30 years	84	16	44	40	569
30 - 39 years	69	31	34	35	586
40 - 49 years	53	47	25	28	519
50 years and over	22	78	9	13	751
Income group:					
Under $3,000	42	58	17	25	823
$3,000 - 5,000	59	41	28	31	718
$5,000 and over	65	35	36	29	695
Education:					
Grammar school	33	67	12	21	771
High school	65	35	33	32	1,224
College	65	35	35	30	430
Marital status:					
Single	73	27	50	23	175
Married	57	43	28	29	1,939
Others	32	68	11	21	311
Employment status:					
Housewives	50	50	22	28	1,706
Employed women	64	36	36	28	699
Full time	66	34	39	27	505
Part time	59	41	30	29	194
"Meet the public" work	66	34	38	28	335
Other type work	63	37	35	28	364
Size of place:					
1,000,000 or more	66	34	38	28	644
2,500 - 1,000,000	56	44	28	28	1,009
Less than 2,500	42	58	16	26	772

Table 14.--Women who had fall, winter, or spring skirts in their active wardrobes: Percentage distribution of number of skirts currently owned

Background characteristics	Number of skirts owned								Cases
	1	2	3	4	5 - 6	7 - 9	10 or more	Average	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total skirt owners	14	17	16	12	16	14	11	4.7	1,324
Age group:									
Under 30 years	8	11	12	12	17	20	20	6.2	478
30 - 39 years	11	16	18	13	23	12	7	4.4	405
40 - 49 years	18	24	19	14	11	8	6	3.8	274
50 years and over	29	28	14	12	8	7	2	2.9	167
Income group:									
Under $3,000	18	23	20	13	12	9	5	3.7	348
$3,000 - 5,000	12	17	15	14	15	15	12	4.9	427
$5,000 and over	13	14	13	11	21	16	12	5.2	453
Employment status:									
Housewives	14	20	16	14	15	12	9	4.4	857
Employed women	13	14	15	10	18	16	14	5.3	449
Full time	12	14	15	10	17	16	16	5.5	334
Part time	15	14	13	11	20	17	10	4.9	115
"Meet the public" work	13	10	16	10	18	19	14	5.4	220
Other type work	13	18	13	11	18	13	14	5.2	229

Table 15.--Women who had bought a fall, winter, or spring skirt in the past year: Percentage distribution of number of skirts bought

Background characteristics	Number of skirts bought									Cases
	1	2	3	4	5	6	7	8 or more	Average	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total skirt buyers	58	18	10	5	3	2	1	3	2.1	657
Age group:										
Under 30 years	52	15	13	6	4	2	2	6	2.4	250
30 - 39 years	60	18	11	5	3	2	--	1	1.9	201
40 - 49 years	59	22	7	4	2	2	2	2	2.0	134
50 years and over	68	21	6	3	1	1	--	--	1.5	72
Income group:										
Under $3,000	72	13	5	3	3	3	--	1	1.7	141
$3,000 - 5,000	60	20	9	5	4	1/ *	*	2	1.9	205
$5,000 and over	50	20	12	6	3	3	1	5	2.4	254
Employment status:										
Housewives	63	17	10	4	3	2	*	1	1.8	388
Employed women	50	20	11	7	3	2	1	6	2.4	255
Full time	46	21	12	8	3	2	1	7	2.6	197
Part time	64	17	9	3	2	--	--	5	1.9	58
"Meet the public" work	47	23	11	8	5	1	1	4	2.4	128
Other type work	53	18	11	6	1	1	1	9	2.4	127

1/ Asterisk indicates less than 1 percent.

Table 16.--All skirts in active wardrobes: Percentage distribution of fibers

Background characteristics	Skirt fibers												Skirts	Skirt owners
	Wool	Wool and rayon	Wool and cotton	Wool and Dacron	Other wool blends	Cotton	Rayon or acetate	Orlon	Dacron	Other fibers	Other blends	Not ascertained		
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number	Number
Total skirts owned -	48	4	2	1	1	25	12	2	1/*	2	1	2	6,280	1,324
Age group:														
Under 30 years ---	48	4	2	1	1	27	12	2	*	1	*	2	2,968	478
30 - 39 years ----	46	5	1	1	1	26	12	2	1	2	1	2	1,793	405
40 - 49 years ----	47	3	1	1	2	25	14	2	*	2	1	2	1,031	274
50 years and over	53	4	2	1	2	16	14	2	*	4	*	2	488	167
Income group:														
Under $3,000 -----	42	5	4	1	1	29	14	1	*	1	*	2	1,288	348
$3,000 - 5,000 ---	45	4	1	1	1	28	15	1	*	1	1	2	2,094	427
$5,000 and over --	52	4	1	1	2	22	10	3	*	2	1	2	2,374	453
Employment status:														
Housewives -------	45	5	2	1	1	27	13	2	*	2	*	2	3,749	857
Employed women ---	52	3	1	1	2	23	12	2	*	1	1	2	2,394	449
Full time ------	52	4	1	1	2	22	12	2	*	1	1	2	1,830	334
Part time ------	51	2	2	*	2	27	12	2	*	1	*	1	564	115
"Meet the public" work -	56	3	1	1	2	20	10	2	1	2	1	1	1,196	220
Other type work	47	4	2	*	1	27	14	2	*	1	*	2	1,198	229

1/ Asterisk indicates less than 1 percent.

Table 17.--All skirts bought last year: Percentage distribution of fibers

Background characteristics	Skirt fibers												Skirts bought	Skirt buyers
	Wool	Wool and rayon	Wool and cotton	Wool and Dacron	Other wool blends	Cotton	Rayon and acetate	Orlon	Dacron	Other fibers	Other blends	Not ascertained		
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number	Number
Total skirts bought ----	50	4	2	1	3	21	9	3	1	2	1	3	1,350	657
Age group:														
Under 30 years -------	51	4	1	1	3	22	9	3	1	1	1	3	599	250
30 - 39 years --------	45	3	2	1	3	24	10	4	1	2	1	4	381	201
40 - 49 years --------	54	3	1	1	3	19	8	2	--	4	1	4	262	134
50 years and over ----	53	2	3	3	5	10	13	4	1	3	1	2	108	72
Income group:														
Under $3,000 ---------	47	4	4	1	3	17	13	4	1/*	2	1	4	235	141
$3,000 - 5,000 -------	44	4	1	2	2	23	13	3	1	2	1	4	383	205
$5,000 and over ------	53	3	1	2	4	22	7	3	*	2	1	2	601	254
Employment status:														
Housewives -----------	45	4	2	2	3	21	11	3	1	3	1	4	686	388
Employed women -------	56	3	1	1	3	20	8	3	*	1	2	2	615	255
Full time ----------	56	3	1	1	3	20	8	3	*	1	2	2	504	197
Part time ----------	56	2	3	1	3	23	6	3	1	1	--	1	111	58
"Meet the public" work ------------	59	2	1	1	5	19	6	2	--	1	2	2	305	128
Other type work ----	53	4	1	1	2	22	9	3	1	1	1	2	310	127

1/ Asterisk indicates less than 1 percent.

Table 18.--Women who had fall, winter, or spring skirts in their active wardrobes: "Of all the fibers used for fall, winter, and spring skirts, which one would you say is best for these skirts?"

Background characteristics	Fiber preference													Cases
	Wool	Wool and rayon	Wool and Dacron	Wool and cotton	Wool and nylon	Wool and Orlon	Cotton	Rayon or acetate	Orlon	Dacron	Other fibers	Other blends	No preference	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total skirt owners ------	57	5	4	1	1	3	10	6	5	2	1	1/*	5	1,324
Age group:														
Under 30 years --------	56	5	3	1	--	3	12	6	6	1	1	1	5	478
30 - 39 years ---------	52	6	4	2	1	4	10	7	6	5	*	*	3	405
40 - 49 years ---------	64	3	3	1	1	3	8	6	2	2	1	*	6	274
50 years and over -----	62	5	5	1	2	2	7	7	3	1	2	--	3	167
Most experience with: 2/														
Wool ------------------	76	2	4	*	1	3	2	2	5	2	*	*	3	865
Wool and rayon --------	12	52	7	2	2	6	2	3	4	4	--	2	4	67
Rayon or acetate ------	26	6	3	--	--	1	5	43	4	2	--	2	7	119
Cotton ----------------	23	2	2	1	1	1	56	2	5	3	--	--	3	184

1/ Asterisk indicates less than 1 percent.
2/ The number of women reporting most experience with any one other fiber was too small for seperate analysis.

Table 19.--Women who had fall, winter, or spring skirts in their active wardrobes: "What are all the things that you think are good about wool (rayon or acetate, Orlon, Dacron, wool with rayon, wool with Dacron or Orlon or nylon) for fall, winter, and spring skirts?"

Replies	Wool		Wool and rayon		Wool and Dacron or Orlon or nylon		Rayon or acetate		Orlon		Dacron	
	Percent		Percent		Percent		Percent		Percent		Percent	
No information about fiber for skirts -	2		55		70		30		61		76	
Nothing liked about fiber for skirts --	4		8		2		16		4		2	
Something liked about fiber for skirts	1/ 94		1/ 37		1/ 28		1/ 54		1/ 35		1/ 22	
Performance		59		16		19		17		17		11
Wears well, better, stays new looking	33		9		8		10		5		4	
Holds shape, doesn't sag, stretch -	23		4		4		2		5		2	
Doesn't wrinkle easily, holds press, pleats	15		5		10		7		8		7	
Doesn't soil easily, spot resistant	3		1		1		1		1		1	
Retains color, color does not fade	3		2/*		*		*		1		1	
Does not get shiny	1		*		*		*		--		*	
All other performance mentions	*		--		*		*		*		*	
Weight		57		15		7		20		4		2
Warm, heavy, has body	55		8		5		1		1		1	
Versatile, can be worn year round -	1		1		*		2		*		*	
Right weight (general)	*		1		1		2		1		*	
Cool, sheer, not bulky	1		5		1		15		2		1	
Variety of weights	*		*		*		*		--		--	
Attractive, rich, smart appearance		29		8		3		13		4		2
Care, cleanability, launderability		13		5		12		15		27		16
Cleans well, easily	7		2		2		4		2		1	
Dry-cleans well, looks new after cleaning	4		1		*		1		*		*	
Presses, irons, easily, quickly	1		1		1		4		1		1	
No (little) need to iron, press	1		*		2		*		5		3	
Is washable, don't have to dry-clean	1		1		8		6		18		9	
Does not shrink	1		*		1		*		1		1	
Washes, dries, easily, quickly	*		*		1		2		7		4	
All other care mentions	*		--		--		--		--		--	
Drapes well, tailors well		5		1		1		1		1		*
Texture		5		2		2		3		3		1
Soft, like soft feel, look	2		1		1		1		3		*	
Like the texture, the feel	2		1		1		2		*		1	
Variety of textures, weaves	1		*		--		*		--		--	
Takes dye well, comes in nice colors		2		1		*		1		*		*
Comfort		1		4		2		3		1		*
Comfortable (general)	1		1		1		2		*		*	
Not itchy, scratchy; nonallergic	*		3		1		1		1		*	
Good selection of styles, good style		1		*		--		*		*		--
Right price, reasonable, not too expensive		*		7		*		8		1		*
All others		1		*		1		*		*		*
Not ascertained		1		*		--		--		--		--
Number of cases	1,324		1,324		1,324		1,324		1,324		1,324	

1/ Percentages for individual comments (left column) may add to more than the group totals (right column) and these add to more than the total naming something liked about the fiber because some women named more than 1 characteristic.

2/ Asterisk indicates less than 1 percent.

Table 20.--Women who had fall, winter, or spring skirts in their active wardrobes: "What are the things that are not so good about wool (rayon or acetate, Orlon, Dacron, wool with rayon, wool with Dacron or Orlon or nylon) for fall, winter, and spring skirts?"

Replies	Wool		Wool and rayon		Wool and Dacron or Orlon or nylon		Rayon or acetate		Orlon		Dacron	
	Percent		Percent		Percent		Percent		Percent		Percent	
No information about fiber for skirts	3		55		70		30		61		76	
Nothing disliked about fiber for skirts	53		27		26		23		29		18	
Something disliked about fiber for skirts	1/44		1/18		2/ 4		1/47		2/10		2/ 6	
Itchy, irritating; allergic to fiber		19		1		1		3/ *		*		*
Care, cleanability, launderability		12		4		1		9		1		1
Not washable; has to be dry-cleaned	9		2				2					
Shrinks	4		1				2					
Doesn't wash well, easily, doesn't dry quickly	1		*				2					
Presses poorly, burns easily, sticks, melts	*		*				4					
All other care mentions	1		1				1					
Performance		10		9		1		33		3		1
Shows dirt easily, spots easily	5		1				2					
Does not keep shape, sags, stretches	3		3				5					
Wrinkles easily, doesn't hold press	1		3				14					
Becomes shiny	1		1				7					
Clings to body, sticks; static electricity	1		*				1					
Does not wear well (general)	*		2				6					
Color fades, changes; doesn't hold color	*		*				1					
Ravels, pulls out at seams	*		1				5					
All other performance mentions	*		*				*					
Weight		7		2		*		7		3		2
Too warm, too heavy, too bulky	7		1				*					
Too cool, too sheer	*		2				7					
Not mothproof, danger of moths, must store		5		*		*		--		--		--
Price; too expensive, not economical		3		*		*		*		1		*
Not good looking		1		2		*		5		1		1
All others		1		*		1		1		1		1
Number of cases	1,324		1,324		1,324		1,324		1,324		1,324	

1/ Percentages for individual comments (left column) may add to more than the group totals (right column and these add to more than the total naming something disliked about the fiber because some women named more than 1 characteristic.

2/ Detail not shown because of the small proportion of women involved.

3/ Asterisk indicates less than 1 percent.

Table 21.--"I'd like to talk with you about readymade sweaters. This includes sweaters of all seasons and all types, but not polo shirts or T-shirts. Do you have any readymade sweaters at the present time? Have you bought any such sweaters for yourself during the past year?"

Background characteristics	Own	Do not own	Owners who		Cases
			Bought	Did not buy	
	Percent	Percent	Percent	Percent	Number
United States total --	74	26	36	38	2,425
Age group:					
Under 30 years -----	88	12	50	38	569
30 - 39 years ------	75	25	42	33	586
40 - 49 years ------	67	33	34	33	519
50 years and over --	68	32	21	47	751
Girls 14 to 17 years 1/	96	4	78	18	1,751
Income group:					
Under $3,000 -------	69	31	24	45	823
$3,000 - 5,000 -----	74	26	36	38	718
$5,000 and over ----	81	19	49	32	695
Education:					
Grammar school -----	66	34	22	44	771
High school --------	75	25	39	36	1,224
College -----------	85	15	50	35	430
Marital status:					
Single ------------	87	13	53	34	175
Married -----------	74	26	37	37	1,939
Other -------------	67	33	19	48	311
Employment status:					
Housewives ---------	73	27	32	41	1,706
Employed women -----	77	23	44	33	699
Full time --------	76	24	47	29	505
Part time --------	79	21	36	43	194
"Meet the public" work ----------	80	20	47	33	335
Other type work --	73	27	41	32	364
Size of place:					
1,000,000 or more --	82	18	47	35	644
2,500 - 1,000,000 --	73	27	35	38	1,009
Less than 2,500 ----	69	31	27	42	772

1/ Girls 14 to 17 were interviewed in a separate study and are not included in any of the other groupings.

Table 22.--Women and girls who had sweaters in their active wardrobes: Percentage distribution of number of sweaters currently owned

Background characteristics	Number of sweaters owned								Cases
	1	2	3	4	5 or 6	7-8 or 9	10 or more	Average	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Women sweater owners -----	21	21	16	11	13	11	7	4.0	1,798
Age group:									
Under 30 years ---------	9	12	14	11	18	21	15	5.7	501
30 - 39 years ----------	16	19	14	16	17	11	7	4.2	437
40 - 49 years ----------	27	21	16	13	11	8	4	3.5	349
50 years and over ------	33	34	18	7	5	2	1	2.4	511
Girls 14 to 17 years 1/	3	7	7	11	22	24	2/ 26	7.4	1,676
Income group:									
Under $3,000 ----------	32	25	17	9	10	5	2	2.9	564
$3,000 - 5,000 ---------	18	21	17	12	13	12	7	4.0	530
$5,000 and over --------	14	17	13	13	16	16	11	5.0	561
Employment status:									
Housewives -------------	23	24	16	11	12	9	5	3.6	1,245
Employed women ---------	16	16	16	12	14	14	12	4.8	536
Full time ------------	12	15	16	13	16	16	12	5.0	382
Part time ------------	26	17	15	10	10	10	12	4.3	154
"Meet the public" work	11	16	17	14	13	16	13	5.1	269
Other type work ------	20	16	16	10	16	12	10	4.5	267

1/ Girls 14 to 17 were interviewed in a separate study and are not included in any of the other groupings.
2/ Fifteen percent of the teenage girls owned 10 to 12 sweaters; 11 percent owned more than 12 sweaters.

Table 23.--Women and girls who had bought sweaters in the past year: Percentage distribution of number of sweaters bought

Background characteristics	Number of sweaters bought									Cases
	1	2	3	4	5	6	7	8 or more	Average	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Women sweater buyers -	56	20	9	6	3	2	2	2	2.1	892
Age group:										
Under 30 years -----	44	19	13	10	4	3	3	4	2.6	286
30 - 39 years ------	51	22	12	5	4	3	1	2	2.1	254
40 - 49 years ------	65	22	6	3	1	2	--	1	1.7	183
50 years and over --	74	18	3	3	1	--	1	--	1.4	169
Girls 14 to 17 years 1/	14	14	14	14	11	10	6	2/ 17	4.8	1,362
Income group:										
Under $3,000 -------	71	17	6	2	1	1	1	1	1.6	208
$3,000 - 5,000 -----	56	23	10	4	3	1	2	1	2.0	271
$5,000 and over ----	46	21	14	10	4	2	1	2	2.3	344
Employment status:										
Housewives ---------	59	22	7	6	2	2	1	1	1.9	566
Employed women -----	51	18	14	6	4	2	2	3	2.3	314
Full time --------	47	20	13	8	4	3	2	3	2.4	241
Part time --------	65	12	17	1	3	--	1	1	1.8	73
"Meet the public" work -------------	46	19	18	6	4	3	2	2	2.3	159
Other type work --	57	17	10	6	3	2	1	4	2.2	155

1/ Girls 14 to 17 were interviewed in a separate study and are not included in any of the other groupings.
2/ Eight percent of the teenage girls bought 8 or 9 sweaters in the past year; 9 percent bought 10 or more.

Table 24.--All sweaters in active wardrobes: Percentage distribution of fibers

Background characteristics	Sweater fibers												Sweaters	Sweater owners
	Wool	Wool and cotton	Wool and nylon	Other wool blends	Orlon	Nylon	Cotton	Cashmere	Vicara	Other fibers	Other blends	Not ascertained		
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number	Number
Women sweaters owned ----	46	1	1	1/*	21	16	7	5	*	1	1	1	7,148	1,798
Age group:														
Under 30 years --------	40	*	*	*	23	21	6	6	1	1	1	1	2,861	501
30 - 39 years ---------	42	*	1	2	25	16	6	6	1	1	*	*	1,843	437
40 - 49 years ---------	50	*	*	*	19	12	8	6	1	1	1	2	1,221	349
50 years and over -----	63	2	1	*	13	6	8	4	*	1	1	1	1,223	511
Girls 14 to 17 years 2/ -	32	1	1	3	28	19	7	4	*	2	1	2	12,381	1,676
Income group:														
Under $3,000 ----------	53	2	1	*	15	12	11	3	*	*	1	2	1,631	564
$3,000 - 5,000 --------	44	*	1	*	21	21	6	3	1	1	1	1	2,141	530
$5,000 and over -------	42	*	*	1	25	15	5	9	1	1	*	1	2,805	561
Employment status:														
Housewives ------------	47	1	1	*	20	15	7	5	1	1	1	1	4,456	1,245
Employed women --------	44	1	1	*	23	17	6	5	1	1	*	1	2,568	536
Full time ------------	43	1	1	1	23	17	6	5	1	1	*	1	1,910	382
Part time ------------	48	1	1	1	21	15	5	6	*	1	*	1	658	154
"Meet the public" work ----------	43	*	1	2	23	16	5	7	1	1	*	1	1,376	269
Other type work -----	46	1	*	*	22	17	7	3	1	1	1	1	1,192	267

1/ Asterisk indicates less than 1 percent.
2/ Girls 14 to 17 were interviewed in a separate study and are not included in any of the other groupings.

Table 25.--All sweaters bought last year: Percentage distribution of fibers

Background characteristics	Sweater fibers													Sweaters bought	Sweater buyers
	Wool	Wool and cotton	Wool and nylon	Wool and Orlon	Other wool blends	Orlon	Nylon	Cotton	Cashmere	Vicara	Other fibers	Other blends	Not ascertained		
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number	Number
Women sweaters bought	29	1	1	1	1	41	12	5	5	1	1	1	1	1,832	892
Age group:															
Under 30 years	27	1	1/*	1	*	41	14	6	6	1	1	1	1	750	286
30 - 39 years	25	*	1	1	1	45	13	5	5	1	2	1	*	538	254
40 - 49 years	34	--	1	2	--	41	6	3	6	1	1	1	4	304	183
50 years and over	40	1	2	*	1	35	8	4	3	*	2	1	3	240	169
Girls 14 to 17 years 2/	28	1	1	1	2	35	16	6	4	*	2	2	2	6,590	1,362
Income group:															
Under $3,000	34	2	1	1	*	32	12	8	6	1	*	1	2	341	208
$3,000 - 5,000	27	*	1	1	1	40	17	5	2	1	2	1	2	534	271
$5,000 and over	28	*	1	1	1	46	8	4	6	1	2	1	1	789	344
Employment status:															
Housewives	28	--	1	1	1	42	12	5	5	1	1	2	1	1,060	566
Employed women	30	*	1	2	*	41	11	5	5	1	1	1	2	712	314
Full time	31	*	1	2	*	40	10	6	5	1	1	1	2	578	241
Part time	24	--	1	1	--	46	14	3	4	1	1	1	4	134	73
"Meet the public" work	30	1	1	3	--	44	9	3	4	1	1	*	3	366	159
Other type work	30	--	*	--	1	38	12	8	6	*	1	2	2	346	155

1/ Asterisk indicates less than 1 percent.
2/ Girls 14 to 17 were interviewed in a separate study and are not included in any of the other groupings.

Table 26.--Women and girls who had sweaters in their active wardrobes: "Which fiber have you had the most experience with for sweaters?"

Background characteristics	Fiber experience								Cases
	Wool	Wool and cotton	Other wool blends	Nylon	Orlon	Cotton	Cash-mere	All others	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Women sweater owners ---	68	1	1	11	10	6	1	2	1,798
Age group:									
Under 30 years -------	54	1/*	*	22	15	5	2	2	501
30 - 39 years --------	64	1	1	11	14	5	1	3	437
40 - 49 years --------	72	*	1	6	11	5	2	3	349
50 years and over ----	83	2	1	2	3	7	1	1	511
Girls 14 to 17 years 2/ -	37	1	2	18	28	7	2	5	1,676

1/ Asterisk indicates less than 1 percent.
2/ Girls 14 to 17 were interviewed in a separate study and are not included in any of the other groupings.

Table 27.--Women and girls who had sweaters in their active wardrobes: "Of all the fibers used for fall, winter, and spring sweaters which one would you say is best for these sweaters?"

Background characteristics	Fiber preference												Cases
	Wool	Wool and nylon	Wool and Orlon	Wool and cotton	Other wool blends	Orlon	Nylon	Cash-mere	Cotton	Other fibers	Other blends	No pref-erence	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Women sweater owners -	40	1	1	1	1/ *	33	12	5	3	1	*	3	1,798
Age group:													
Under 30 years -----	25	*	*	--	--	41	21	7	2	1	*	3	501
30 - 39 years ------	33	1	1	*	1	41	12	5	2	2	*	2	437
40 - 49 years ------	40	1	1	*	*	34	12	5	3	1	*	3	349
50 years and over --	62	1	*	1	*	18	7	3	3	1	1	3	511
Most experience with: 2/													
Wool ----------	55	1	1	--	*	26	9	4	1	1	*	2	1,229
Nylon ----------	7	1	--	--	1	31	53	2	1	1	1	2	190
Orlon ----------	1	--	1	--	--	91	1	3	1	1	--	1	187
Cotton ----------	29	1	--	--	--	20	10	2	36	--	--	2	98
Girls, 14 to 17 years, total owners -------	18	*	*	*	1	45	15	7	3	3	1	7	1,676
Most experience with: 2/													
Wool ----------	39	*	1	1	1	32	10	7	1	2	*	6	625
Nylon ----------	4	--	*	--	*	33	51	2	2	2	1	5	308
Orlon ----------	4	--	*	*	--	85	2	5	*	1	1	2	468
Cotton ----------	12	--	--	--	--	20	17	2	36	3	2	8	121

1/ Asterisk indicates less than 1 percent.
2/ The number reporting most experience with any one other fiber was too small for separate analysis.

Table 28.--Women who had sweaters in their active wardrobes: "What are all the things that you think are good about wool (cashmere, nylon, Orlon, Vicara) for sweaters?"

Replies	Wool		Orlon		Nylon		Cashmere		Vicara
	Percent		Percent		Percent		Percent		Percent
No information about fiber for sweaters	2		38		35		58		96
Nothing liked about fiber for sweaters	9		4		7		4		1
Something liked about fiber for sweaters	1/ 89		1/ 58		1/ 58		1/ 38		2/ 3
Weight		72		9		9		8	3/*
Warm, heavy, has body	72		5		4		7		
Right weight (general)	*		1		1		*		
Versatile, can be worn year round	*		*		*		*		
Variety of weights	*		--		*		--		
Cool, sheer, not bulky	*		3		4		1		
Performance		34		26		20		7	1
Wears well, better, stays new looking	20		7		7		5		
Holds shape, doesn't sag, stretch	16		20		12		2		
Retains color, color does not fade	2		4		3		*		
Doesn't soil easily, spot resistant	1		*		*		--		
All other performance mentions	*		*		*		--		
Attractive, rich, smart appearance		15		7		6		20	*
Care, cleanability, launderability		11		45		46		3	1
Is washable, don't have to dry-clean	5		17		14		2		
Washes easily, quickly, no need to block	3		23		28		1		
Cleans well, easily	2		2		2		*		
Dry-cleans well, looks new after cleaning	1		*		*		*		
No (little) need to iron, press	--		1		1		--		
Does not get knotty, nubby	*		1		*		*		
Does not shrink	*		5		3		*		
Presses, irons easily, quickly	*		*		*		*		
Texture		9		17		11		26	1
Soft, like soft feel, look	7		16		10		24		
Like the texture, the feel	2		1		1		2		
Variety of textures, weaves	*		--		*		--		
Takes dye well, comes in nice colors		4		3		2		1	*
Drapes well, fits well		3		1		1		1	--
Comfort		2		6		4		2	*
Comfortable (general)	2		2		1		1		
Not itchy, scratchy; nonallergic	*		4		3		1		
Right price, reasonable, not too expensive		1		3		2		*	*
Good selection of styles, good styles		1		*		*		*	--
Mothproof, doesn't require moth care		*		*		1		*	*
All others		*		*		*		*	--
Not ascertained		1		*		*		*	--
Number of cases	1,798		1,798		1,798		1,798		1,798

1/ Percentages for individual comments (left column) may add to more than the group totals (right column) and these add to more than the total naming something liked about the fiber because some women named more than 1 characteristic.

2/ Detail not shown because of the small proportion of women involved.

3/ Asterisk indicates less than 1 percent.

Table 29.--Women who had sweaters in their active wardrobes: "What are the things that are not so good about wool (cashmere, nylon, Orlon, Vicara) for sweaters?"

Replies	Wool		Orlon		Nylon		Cashmere		Vicara	
	Percent		Percent		Percent		Percent		Percent	
No information about fiber for sweaters	2		38		35		58		96	
Nothing disliked about fiber for sweaters	39		49		30		13		2	
Something disliked about fiber for sweaters	1/59		1/13		1/35		1/29		2/ 2	
Care, cleanability, launderability		31		4		9		4		1
Shrinks	18		3/*		*		1			
Doesn't wash well, easily; doesn't dry quickly	9		1		1		1			
Not washable; has to be dry-cleaned	7		*		*		2			
Gets knotty or knubby	2		3		8		1			
All other care mentions	1		*		*		*			
Itchy, irritating; allergic to fiber		28		*		2		1		*
Performance		9		5		22		3		1
Does not keep shape, sags, stretches	6		4		18		1			
Does not wear well (general)	1		*		*		2			
Color fades, changes; doesn't hold color	1		*		2		*			
Clings to body, sticks; static electricity	*		1		1		--			
All other performance mentions	2		1		1		*			
Weight		5		3		6		*		*
Too warm, too heavy, too bulky	5		*		1		*			
Too cool	*		3		5		*			
Not mothproof, danger of moths, must store		4		*		--		1		*
Price; too expensive, not economical		2		1		*		23		*
Not soft; doesn't feel, look soft		1		*		1		--		*
Not good looking		*		1		1		--		--
All others		*		1		1		*		--
Number of cases	1,798		1,798		1,798		1,798		1,798	

1/ Percentages for individual comments (left column) may add to more than the group totals (right column) and these add to more than the total naming something disliked about the fiber because some women named more than 1 characteristic.

2/ Detail not shown because of the small proportion of women involved.

3/ Asterisk indicates less than 1 percent.

Table 30.--Women who had bought a suit, skirt, or sweater in the past year and teenage girls who had bought sweaters: "In buying this suit (skirt, sweater) did you find out what fiber it was made of before deciding to buy? All things considered, how important to you was the type of fiber this suit (skirt, sweater) was made of when you were deciding whether or not you would buy it? Would you say it was most important consideration, very important, fairly important, or not important at all?"

Background characteristics	Before deciding to buy		Importance of fiber				Cases
	Found out about fiber	Did not find out about fiber	Most important consideration	Very important	Fairly important	Not important at all	
	Percent	Percent	Percent	Percent	Percent	Percent	Number
SUITS:							
Total buyers	70	30	24	26	30	20	459
Age group:							
Under 30 years	65	35	17	24	34	25	139
30 - 39 years	72	28	29	21	33	17	125
40 - 49 years	72	28	24	32	28	16	87
50 years and over	73	27	27	31	23	19	108
SKIRTS:							
Total buyers	69	31	21	23	31	25	653
Age group:							
Under 30 years	66	34	19	23	31	27	250
30 - 39 years	71	29	19	27	34	20	201
40 - 49 years	69	31	28	16	28	28	131
50 years and over	77	23	25	24	31	20	71
SWEATERS:							
Total buyers	88	12	46	21	21	12	863
Age group:							
Under 30 years	90	10	43	23	23	11	283
30 - 39 years	92	8	51	20	18	11	245
40 - 49 years	80	20	47	18	21	14	178
50 years and over	84	16	43	24	20	13	157
Girls, 14 - 17 years 1/	89	11	29	42	21	8	1,362

1/ Girls 14 to 17 were interviewed in a separate study and are not included in any of the other groupings.

Table 31.--Women who had bought a suit in the past year: "Can you tell me the most important reason why you happened to select this particular suit? What other things influenced you to select this suit?"

Reasons	Total bought suit last year		Age group							
			Under 30 years		30-39 years		40-49 years		50 years and over	
	Percent 1/		Percent 1/		Percent 1/		Percent 1/		Percent 1/	
Attributes of the suit itself:										
Fabric		66		60		66		64		74
Liked material (general)	22		23		24		23		19	
Wanted a specific fiber	17		12		14		16		26	
Weight: warm, heavy; cool, light	17		14		16		15		22	
Liked texture or construction; soft, loose weave; hard, tight weave	11		13		8		9		12	
Will hold up, wear well	8		10		10		3		7	
Versatile; good for year-round wear	5		4		5		2		6	
Good quality, liked quality	5		3		2		10		6	
Wrinkle/crease resistant, will hold press	5		1		3		5		12	
Ease of care, easy to care for	2		1		3		1		2	
Soil resistant; will not soil easily or show soil	1		2		1		--		2	
Miscellaneous fabric mentions	1		1		1		2		2	
Liked color, wanted that color		61		63		62		71		50
Liked style		55		66		54		56		41
Fit, fit well		24		19		19		23		36
Looked well on, was flattering, becoming		10		9		10		7		15
Versatile style, for many occasions		6		4		7		9		5
Tailored well, well finished		5		3		6		5		7
Appearance attractive, good looking		3		2		2		1		6
Miscellaneous suit attributes		2/*		--		--		2		1
Other factors:										
Price was right, was on sale		27		23		27		31		27
Well known brand, good brand		5		4		5		7		6
Recommended by friend, relative		3		1		6		1		1
Miscellaneous other factors		1		1		1		2		2
Not ascertained		2		1		2		--		3
Number of cases	459		139		125		87		108	

1/ Percentages (left column) add to more than the group totals (right column) and these add to more than 100 because some women gave more than 1 reason.
2/ Asterisk indicates less than 1 percent.

Table 32.--Women who had bought a skirt in the past year: "Can you tell me the most important reason why you happened to select this particular skirt? What other things influenced you to select this skirt?"

Reasons	Total bought skirt last year	Age group: Under 30 years	Age group: 30-39 years	Age group: 40-49 years	Age group: 50 years and over
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Attributes of the skirt itself:					
Fabric	65	62	64	68	72
Wanted a specific fiber	25	24	21	27	32
Liked texture or construction; soft, loose weave; hard, tight weave	15	14	16	11	17
Liked material (general)	15	13	18	15	14
Weight: warm, heavy; cool, light	13	12	12	15	11
Ease of care, easy to care for	9	9	10	8	3
Will hold up, wear well	5	6	2	4	10
Wrinkle/crease resistant, will hold press	5	5	4	5	8
Good quality, liked quality	3	2	2	6	6
Soil resistant: will not soil easily or show soil	2	2	2	1	1
Nonirritating, nonallergic	1	1	1	2	1
Will hold shape, not stretch or sag	1	2/ *	1	1	--
Miscellaneous fabric mentions	1	2	1	1	1
Liked style	63	71	65	50	48
Liked color, wanted that color	61	62	63	63	51
Fit, fit well	23	21	24	22	30
Looked well on, was flattering, becoming	6	8	3	5	3
Tailored well, well finished	4	4	3	4	4
Versatile style, for many occasions	3	3	4	3	3
Appearance attractive, good looking	3	3	3	3	1
Matched other items in wardrobe	2	1	2	2	8
Other factors:					
Price was right; was on sale	24	24	21	27	25
Well known brand, good brand	2	2	1	1	4
Recommended by friend, relative	2	3	1	1	--
Miscellaneous other factors	1	1	1	1	--
Not ascertained	1	*	1	1	1
Number of cases	653	250	201	131	71

1/ Percentages (left column) add to more than the group totals (right column) and these add to more than 100 because some women gave more than 1 reply.
2/ Asterisk indicates less than 1 percent.

Table 33.--Women and teenage girls who had bought a sweater in the past year: "Can you tell me the most important reason why you happened to select this particular sweater? What other things influenced you to select this sweater?"

Reasons	Total women	Women, 18 years and over							Girls 14-17 years
		Age group				Fibers of sweaters bought 1/			
		Under 30 years	30-39 years	40-49 years	50 years and over	Wool	Orlon	Nylon	
	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/
Attributes of the sweater itself:									
Fabric	--- 78	--- 79	--- 76	--- 75	--- 82	--- 68	--- 85	--- 81	--- 59
Wanted a specific fiber	45	52	42	41	41	34	54	54	26
Ease of care, easy to care for	27	27	31	25	22	4	41	44	9
Weight: warm, heavy; cool, light	19	9	14	22	39	36	8	18	8
Liked texture or construction; soft, loose weave; hard, tight weave	14	15	15	14	11	7	18	9	7
Will hold shape, not stretch or sag	8	7	8	8	8	4	11	11	5
Liked material (general)	6	9	7	4	2	6	4	6	19
New fiber, wanted to try	5	4	5	6	3	--	7	4	1
Will hold up, wear well	4	5	3	1	8	4	4	4	3
Nonirritating, nonallergic	4	1	5	5	5	2	5	4	1
Good quality, liked quality	2	1	1	3	3	5	3/*	1	1
Moth resistant	*	*	1	1	1	*	1	--	--
Miscellaneous fabric mentions	1	1	1	1	1	1	1	2	*
Liked color, wanted that color	--- 65	--- 75	--- 62	--- 64	--- 54	--- 64	--- 66	--- 58	--- 65
Liked style	--- 40	--- 43	--- 38	--- 44	--- 36	--- 52	--- 34	--- 32	--- 39
Fit, fit well	--- 7	--- 6	--- 7	--- 10	--- 8	--- 10	--- 6	--- 7	--- 4
Appearance attractive, good looking	--- 5	--- 6	--- 6	--- 4	--- 2	--- 4	--- 4	--- 6	--- 10
Matched other items in wardrobe	--- 4	--- 5	--- 4	--- 3	--- --	--- 4	--- 3	--- 6	--- 23
Versatile style, for many occasions	--- 2	--- 3	--- 2	--- 1	--- 1	--- 4	--- 1	--- 1	--- 1
Tailored well, well finished	--- 1	--- 2	--- 2	--- 1	--- 1	--- 1	--- 2	--- 1	--- 1
Looked well on, was flattering, becoming	--- 1	--- 1	--- *	--- 1	--- 2	--- *	--- *	--- 2	--- 2
Other factors:									
Price was right; was on sale	--- 21	--- 20	--- 22	--- 20	--- 20	--- 21	--- 20	--- 13	--- 15
Recommended by friend, relative	--- 3	--- 3	--- 2	--- 3	--- 5	--- 1	--- 4	--- 2	--- 6
Well known brand, good brand	--- 2	--- 2	--- 2	--- 1	--- 1	--- 3	--- *	--- 2	--- 2
Advertising; saw, heard advertised	--- *	--- *	--- --	--- 1	--- 2	--- --	--- 1	--- --	--- *
Influence of salesclerk	--- *	--- --	--- *	--- 1	--- 2	--- --	--- 1	--- --	--- *
Miscellaneous other factors	--- *	--- *	--- *	--- --	--- 1	--- 1	--- *	--- --	--- 4/ 10
Not ascertained	--- *	--- --	--- 1	--- --	--- 3	--- 1	--- *	--- --	--- 5
Number of cases	863	283	245	178	157	228	396	86	1,362

1/ The number of other fibers reported bought in the past year was too small for separate analysis.
2/ Percentages (left column) add to more than the group totals (right column) and these add to more than 100 because some women gave more than 1 reply.
3/ Asterisk indicates less than 1 percent.
4/ The majority of answers in this category were that girls needed the particular sweater for a particular occasion.

Table 34.--Women who had bought a suit, skirt, or sweater in the past year: "Did you get any ideas about this last suit (skirt, sweater) you bought from television, radio, newspapers, movies, fashion magazines, or other magazines?"

Background characteristics	Source of ideas							Cases
	No source	Fashion magazines	Other magazines	Newspapers	Television	Movies	Radio	
SUITS:	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Number
Total buyers	52	29	14	24	9	2	2	459
Under 30 years	47	39	16	24	9	4	2	139
30 - 39 years	54	28	18	20	9	2	1	125
40 - 49 years	49	31	9	26	10	2	2	87
50 years and over	60	17	13	25	7	1	1	108
SKIRTS:								
Total buyers	61	21	11	18	6	1	[2] *	653
Under 30 years	59	28	12	16	7	1	*	250
30 - 39 years	60	20	12	22	6	*	*	201
40 - 49 years	68	14	7	17	5	--	--	131
50 years and over	63	17	11	18	6	1	1	71
SWEATERS:								
Total buyers	59	23	13	21	5	*	1	863
Under 30 years	58	26	12	19	8	1	*	283
30 - 39 years	56	27	16	18	4	1	2	245
40 - 49 years	58	20	14	26	6	--	1	178
50 years and over	67	15	9	20	3	--	3	157

1/ Percentages add to more than 100 because some women gave more than 1 source.
2/ Asterisk indicates less than 1 percent.

Table 35.--Women who had bought a suit, skirt or sweater in the past year: "Did you discuss this suit (skirt, sweater) with anyone--husband, friend, neighbor, relative--at anytime before you bought it?"

Background characteristics	Did not discuss	Discussed with:								Cases
		Total	Husband	Friend, neighbor	Mother	Sister	Daughter	Others	Not ascertained	
SUITS:	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Number
Total buyers	57	43	13	10	9	6	5	[2] *	*	459
Under 30 years	40	60	13	13	23	10	--	1	--	139
30 - 39 years	58	42	20	10	6	4	--	1	1	125
40 - 49 years	73	27	7	7	1	6	6	--	--	87
50 years and over	66	34	9	4	--	4	17	--	--	108
SKIRTS:										
Total buyers	70	30	7	11	6	5	3	*	--	653
Under 30 years	60	40	11	14	13	6	--	--	--	250
30 - 39 years	73	27	5	11	2	7	1	1	--	201
40 - 49 years	79	21	4	6	2	3	5	1	--	131
50 years and over	76	24	6	4	--	4	10	--	--	71
SWEATERS:										
Total buyers	71	29	7	12	2	4	4	*	--	863
Under 30 years	63	37	9	15	7	6	--	--	--	283
30 - 39 years	75	25	6	13	*	4	2	--	--	245
40 - 49 years	76	24	3	11	*	3	7	*	--	178
50 years and over	73	27	7	7	--	1	12	--	--	156

[1] Percentages may add to more than the total who discussed purchases because some women talked with more than 1 person.
[2] Asterisk indicates less than 1 percent.

Table 36.--Women who had bought a suit, skirt, or sweater in the past year: "Did you do any window shopping in looking for this suit (skirt, sweater)?"

Background characteristics	Window shopping		Cases
	Window shopped	Did not window shop	
	Percent	Percent	Number
SUITS:			
Total buyers	41	59	459
Under 30 years	55	45	139
30 - 39 years	39	61	125
40 - 49 years	32	68	87
50 years and over	31	69	108
SKIRTS:			
Total buyers	36	64	653
Under 30 years	40	60	250
30 - 39 years	38	62	201
40 - 49 years	31	69	131
50 years and over	28	72	71
SWEATERS:			
Total buyers	27	73	863
Under 30 years	33	67	283
30 - 39 years	27	73	245
40 - 49 years	25	75	178
50 years and over	19	81	157

Table 37.--Women who bought a suit, skirt, or sweater in the past year: "Did you buy it in the first store (place) you went to, or did you do any shopping or looking around in several stores (places) before you bought this suit (skirt, sweater)?" "About how many stores (places) did you go to?"

Background characteristics	Number of stores							Cases
	1	2	3	4	5	6 or more	Not ascertained	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
SUITS:								
Total buyers	55	6	18	11	5	4	1	459
Under 30 years	49	9	20	10	8	4	--	139
30 - 39 years	54	3	22	10	5	4	2	125
40 - 49 years	60	4	17	11	2	4	2	87
50 years and over	60	6	13	11	4	6	--	108
SKIRTS:								
Total buyers	56	9	19	9	4	2	1	653
Under 30 years	51	9	23	10	4	3	--	250
30 - 39 years	56	10	14	12	4	3	1	201
40 - 49 years	63	5	22	5	3	2	--	131
50 years and over	62	10	17	6	4	--	1	71
SWEATERS:								
Total buyers	68	8	15	5	2	2	1/*	863
Under 30 years	61	10	19	6	1	3	--	283
30 - 39 years	71	8	12	4	2	2	1	245
40 - 49 years	73	5	15	3	1	3	--	178
50 years and over	70	8	14	5	3	--	--	157

1/ Asterisk indicates less than 1 percent.

Table 38.--Women who own fall, winter, and spring suits or skirts: "How do you take care of your fall, winter and spring suits (skirts)--are they washed or dry-cleaned?" If "dry-cleaned only": "Do you wash any of your suits (skirts)?"

Fibers owned	Method of care		Cases
	Wash some or all	Dry clean all	
SUITS:	Percent	Percent	Number
All owners	6	94	1,524
Wool	1	99	1,129
Wool and rayon	1	99	253
Wool and cotton	2	98	53
Wool and Dacron	8	92	39
All other wool blends	8	92	39
Rayon or acetate	5	95	539
Cotton	15	85	230
Silk	3	97	29
All others	11	89	201
SKIRTS:			
All owners	41	59	1,324
Wool	5	95	1,005
Wool and rayon	9	91	173
Wool and cotton	8	92	65
Wool and Orlon	43	57	49
Wool and Dacron	5	95	42
All other wool blends	25	75	24
Cotton	64	36	607
Rayon or acetate	18	82	450
Orlon	43	57	93
Silk	9	91	34
Linen	52	48	25
All others	26	74	164

Table 39.--Women and girls who own sweaters: "Considering most of your _____ (name of fiber) sweaters, do you usually wash or dry-clean them?"

Fibers owned	Method of care			Cases
	Wash all or most	Dry-clean all or most	Not ascer-tained	
	Percent	Percent	Percent	Number
Women:[1]				
Wool	56	43	1	1,365
Wool and cotton	82	15	3	33
Wool and nylon	86	14	--	29
All other wool blends	80	20	--	46
Orlon	83	10	7	725
Nylon	92	7	1	582
Cotton	92	7	1	288
Cashmere	44	52	4	186
Vicara	74	19	7	27
All others	65	17	18	104
Girls:				
Wool	57	36	7	1,216
Wool and cotton	63	13	24	59
Wool and rayon	67	13	20	43
Wool and Orlon	63	12	25	34
Orlon	87	9	4	1,125
Nylon	91	8	1	842
Cotton	91	6	3	373
Cashmere	35	48	17	222
Rayon	69	17	14	64
Dacron	73	19	8	37

[1] This question was asked for each fiber separately. Examination of the answers for individual fibers show that 61 percent of the sweater owners said they wash all or most of their sweaters regardless of fiber, 19 percent dry clean all or most, 20 percent said they wash all or most sweaters in some fibers, dry clean all or most in other fibers.

Table 40.--Women who now wash or who have washed suits or skirts: "How did you happen to decide to wash these?" If label or tag not named, "Did a label or tag on the suit (skirt) suggest washing to you?"

Reasons	Women who washed:						
		Skirts					
	Suits[1]	Total	Fibers[2]				
			Wool	Wool blends	Cotton	Rayon or acetate	Orlon
	Percent[3]	Percent[3]	Percent[3]	Percent[3]	Percent[3]	Percent[3]	Percent[3]
Suggested by tag or label --	20	24	12	49	20	23	62
Condition of garment not worth dry cleaning --------	19	10	35	4	6	13	2
Cheaper, more economical ---	13	11	22	11	11	15	2
Just knew it would wash nicely --------------------	12	20	3	11	26	8	12
Habit; have always washed; mother did ----------	7	18	10	9	24	8	8
Faster, quicker, needed in a hurry ----------	7	2	1	--	2	3	--
Recommended by friends, neighbors ----------	6	4	3	5	3	8	2
Bad experience with dry cleaning ----------	6	3	8	2	3	9	--
Suggested by salesclerk, store personnel ----------	5	4	1	2	3	10	10
Comes out cleaner, fresher -	4	5	8	4	6	7	5
Suggested by advertisement -	3	1	1	2	4/ *	--	2
Prefer washing in general --	--	1	1	--	1	1	--
Less wear and tear on garment ----------	--	*	--	--	1	--	2
All other factors ----------	--	1	1	--	1	2	--
Not ascertained ----------	10	7	10	7	6	12	2
Volunteered label or tag ---	20	24	12	49	20	23	62
Yes, label or tag suggested	18	26	18	24	32	22	24
Did not suggest or don't know ----------	62	50	70	27	48	55	14
Number of cases -----	124	615	88	55	410	90	42

1/ The number of women who washed specific suit fibers was too small for separate analysis.
2/ The number of women who washed any one other skirt fiber was too small for separate analysis.
3/ Percentages add to more than 100 because some women gave more than 1 reason.
4/ Asterisk indicates less than 1 percent.

Table 41.--Women who wash all or most of their sweaters of certain fibers: "How did you decide on this method?" If label or tag not mentioned, "Did a label or tag on the sweater suggest this method to you?"

Reasons	Total who wash sweaters	Sweater fibers washed 1/					
		Wool	Wool blends	Orlon	Nylon	Cotton	Cash-mere
	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/
Suggested by label or tag --	31	10	30	51	44	19	19
Habit; have always washed, mother did ----------	19	33	20	7	12	26	14
Cheaper, more economical ---	9	16	12	4	5	8	4
Just knew it would wash well	9	5	7	7	10	23	8
Recommended by friends, relatives, neighbors --------	6	3	6	9	8	1	8
Comes out cleaner, fresher -	5	10	2	3	2	3	8
Suggested by advertisement -	4	1	2	7	5	3/*	6
Prefer washing in general --	3	4	3	2	2	2	8
Suggested by salesclerk, store personnel ----------	3	1	3	5	2	2	1
Condition of garment not worth dry cleaning --------	2	4	3	1	1	5	6
Easy, easier ----------	2	2	3	1	2	3	--
Bad experience with dry cleaning ----------	1	2	1	*	--	1	5
Looks better, newer --------	1	1	1	1	1	2	1
Faster, quicker ----------	1	1	--	*	2	1	1
Holds shape better, don't stretch ----------	1	*	--	1	1	*	1
Do not shrink ----------	*	1	--	*	1	1	1
All other factors ----------	2	3	1	1	1	--	6
Not ascertained ----------	7	9	9	4	6	8	7
Volunteered label or tag ---	31	10	30	51	44	19	19
Yes, label or tag suggested	22	20	10	24	28	25	17
Did not suggest or don't know ----------	47	70	59	25	28	56	63
Number of cases -----	1,433	769	89	602	535	265	82

1/ The number of other individual sweater fibers washed was too small for separate analysis.
2/ Percentages add to more than 100 because some women gave more than 1 reason.
3/ Asterisk indicates less than 1 percent.

Table 42.--Women who wash all or most sweaters of certain fibers: "Is there anything you don't like about the way the sweaters come out?"

Replies	Total who wash sweaters	Sweater fibers washed 1/					
		Wool	Wool blends	Orlon	Nylon	Cotton	Cashmere
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Nothing disliked	81	78	85	88	74	86	89
Something disliked	2/19	2/22	2/15	2/12	2/26	2/14	11
Didn't hold shape, stretched	7	6	7	4	14	9	3
Shrank	5	13	1	1	3/ *	4	--
Knubbed, knotted, pilled, got linty	5	2	7	5	11	1	3
Faded, lost its brightness	1	1	3	1	2	1	--
Became hard, weave tightened, lost its softness	1	2	--	1	*	--	1
Lost its new look	1	1	--	*	*	*	1
All others	2	3	--	1	1	1	3
Number of cases	1,433	769	89	602	535	265	82

1/ The number of other sweater fibers washed was too small for separate analysis.
2/ Percentages add to more than their subtotals because some women reported more than one dissatisfaction.
3/ Asterisk indicates less than 1 percent.

Table 43.--Women who dry-clean most sweaters of certain fibers: "How did you decide on this method?" If label or tag not mentioned, "Did a label or tag suggest this method to you?"

Reasons	Total who dry-clean sweaters	Sweater fibers dry-cleaned 1/			
		Wool blends	Cash-mere	Orlon	Nylon
	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/
Do not shrink	17	21	4	6	5
Holds shape better, does not stretch	15	17	9	6	16
Looks better, newer (general)	15	14	10	22	28
Risk too great: afraid to risk washing	11	8	21	20	10
Suggested by label or tag	9	11	12	1	2
Habit: have always dry-cleaned, mother did	7	8	4	10	--
Condition of sweater: new, expensive, worth dry cleaning	7	4	20	10	7
Bad experience with washing	5	7	3	1	2
Is easy, easier	5	4	3	11	10
Prefer dry cleaning in general	4	4	2	3	10
Is faster, quicker	3	2	1	10	10
Keeps color, colors do not fade, doesn't discolor, or run	2	2	--	--	5
Less wear and tear	1	1	1	1	2
Know it would dry clean well (general)	1	1	1	1	--
Comes out cleaner, fresher	1	3/*	1	3	2
Stays soft, fluffy, doesn't get hard	*	1	--	--	--
Friends, neighbors, relatives recommended	*	*	2	--	--
All other factors	2	2	2	--	--
No particular reason	4	3	6	3	7
Volunteered label or tag	9	11	12	1	2
Yes, label or tag suggested	22	22	33	10	12
Did not suggest or don't know	69	67	55	89	86
Number of cases	798	605	97	72	42

1/ The number of other sweater fibers dry-cleaned was too small for separate analysis.

2/ Percentages add to more than 100 because some women gave more than 1 reason.

3/ Asterisk indicates less than 1 percent.

Table 44.--Women who own fall, winter, or spring suits or skirts, or sweaters: "If you could be sure of good results, how would you prefer to take care of all your suits (skirts, sweaters)--regardless of fiber? Would you want them washed or dry-cleaned?"

Background characteristics	Preference			Cases
	Prefer washing	Prefer dry cleaning	Not ascertained	
	Percent	Percent	Percent	Number
SUITS:				
Total owners	31	68	1	1,524
Age group:				
Under 30 years	31	68	1	422
30 - 39 years	34	65	1	394
40 - 49 years	35	65	--	336
50 years and over	26	74	1/ *	372
Income group:				
Under $3,000	32	68	*	434
$3,000 - 5,000	33	66	1	474
$5,000 and over	31	68	1	505
SKIRTS:				
Total owners	53	46	1	1,324
Age group:				
Under 30 years	54	45	1	478
30 - 39 years	54	45	1	405
40 - 49 years	51	48	1	274
50 years and over	49	50	1	167
Income group:				
Under $3,000	54	45	1	348
$3,000 - 5,000	57	42	1	427
$5,000 and over	50	49	1	453
SWEATERS:				
Total owners	82	17	1	1,798
Age group:				
Under 30 years	84	15	1	501
30 - 39 years	88	12	*	437
40 - 49 years	83	16	1	349
50 years and over	74	25	1	511
Income group:				
Under $3,000	80	19	1	564
$3,000 - 5,000	84	15	1	530
$5,000 and over	83	16	1	561

1/ Asterisk indicates less than 1 percent.

Table 45.--Women who would prefer washing all their suits (skirts, sweaters) if they could be sure of good results: Reasons for preferring to wash

Reasons	Prefer washing		
	Suits	Skirts	Sweaters
	Percent 1/	Percent 1/	Percent 1/
Washing is cheaper, more economical	66	73	57
Gets clothes cleaner, fresher, and more sanitary	38	32	39
Is more convenient -- can be done when wanted or needed, no waiting for items to be returned	19	26	26
Leaves no cleaning odor	7	4	3
Makes clothes last longer	4	4	2
Gives better results (general)	3	2	5
Make clothes look better	2	1	3
Clothes are pressed better at home	1	3	--
Clothes keep color better	1	1	2
Clothes keep shape better, no stretching	1	1	1
Clothes do not shrink	1	1	1
Leaves clothes softer, fluffier	--	--	4
All others	1	1	1
No particular reason, just like to wash	2	4	5
Number of cases	477	697	1,470

1/ Percentages add to more than 100 because some women gave more than 1 reason.

Table 46.--Women who would prefer washing suits (skirts, sweaters) if they could be sure of good results: Disadvantages of washing

Replies	Prefer washing		
	Suits	Skirts	Sweaters
	Percent	Percent	Percent
No disadvantages	57	69	78
Some disadvantages	1/ 43	1/ 31	1/ 22
Problem with pressing; cannot press properly; dislike ironing	23	15	1
Clothes shrink	7	6	6
Problem with padding, lining	6	--	--
Clothes do not look as new, as good	3	2	2
Too much trouble, inconvenient	2	4	3
Clothes lose shape, stretch	2	2	5
Colors fade, discolor	2	2	1
Washing is risky, cannot be sure of results	2	1	2
Clothes lose body; washing takes out sizing	1	1	--
Clothes get hard, lose softness	1	--	1
Problem with blocking, dislike blocking	--	--	3
Clothes take too long to dry	--	--	1
Clothes get knubby, fuzzy	--	--	1
Take up a lot of room when drying, have to lay them flat	--	--	1
All others	1	1	1
No disadvantage named	1	--	2/ *
Number of cases	477	697	1,470

1/ Percentages add to more than subtotals because some women named more than 1 disadvantage.

2/ Asterisk indicates less than 1 percent.

Table 47.--Women who would prefer dry cleaning suits (skirts, sweaters) if they could be sure of good results: Reasons for preferring to dry clean

Reasons	Prefer dry cleaning		
	Suits	Skirts	Sweaters
	Percent 1/	Percent 1/	Percent 1/
Clothes are pressed properly when dry cleaned	33	23	5
Makes clothes look nicer, better	25	22	26
Is more convenient; less trouble; saves time	20	26	27
Clothes keep shape better, no stretching	12	14	23
Dry cleaning is guaranteed; sure of results; dry cleaners are more experienced	10	8	11
Clothes do not shrink	10	7	8
Washing is risky, cannot be sure of results	8	10	5
Clothes look newer longer when dry cleaned	8	12	15
Make clothes last longer	7	7	10
Gives better results (general)	5	8	8
Clothes keep colors better	4	4	3
Gets clothes cleaner	3	3	1
Clothes keep body	3	5	--
Padding, lining, etc., are problem if clothes are washed	2	--	--
Lack of proper cleaning equipment at home	1	1	1
Clothes stay softer	--	--	1
Clothes stay clean longer	--	1	1
All others	1	--	2
No particular reason	1	1	3
Number of cases	1,038	611	310

1/ Percentages add to more than 100 because some women gave more than 1 reason.

Table 48.--Women who would prefer dry cleaning suits (skirts, sweaters) if they could be sure of good results: Disadvantages of dry cleaning

Replies	Prefer dry cleaning		
	Suits	Skirts	Sweaters
	Percent	Percent	Percent
No disadvantages	84	86	85
Some disadvantages	1/ 16	1/ 14	1/ 15
Dry cleaning does not get clothes clean	4	3	3
Is expensive, costly	4	5	7
Leaves strong odor in clothes	3	2	2
Clothes are not pressed well	2	1	1
Clothes shrink	2	1	2/ *
Results are not consistently good	1	1	1
Cleaners lose buttons, collars, belts	1	1	--
Takes out crispness, freshness, body	1	1	*
Inconvenient, have to wait for return of clothes	--	1	1
All others	1	1	*
Number of cases	1,038	611	310

1/ Percentages add to more than the subtotals because some women named more than 1 disadvantage.

2/ Asterisk indicates less than 1 percent.

Table 49.--"In shopping for woolen garments for yourself, you've probably noticed various labels or tags attached. Can you tell me what kinds of tags or labels you've seen on woolens -- what kind of information did they give you?"

Replies	Total	Age group			
		Under 30 years	30 - 39 years	40 - 49 years	50 years and over
	Percent	Percent	Percent	Percent	Percent
Cannot name types of labels seen	27	18	22	24	39
Name types of labels seen -	1/ 73	1/ 82	1/78	1/76	1/61
Percentage of wool, all wool	46	49	48	48	40
Washing or cleaning instructions	36	46	41	39	23
Fiber content of garment	15	18	15	16	12
Name of manufacturer	10	12	11	11	8
Specific kind of wool (reprocessed, reused, virgin wool)	8	7	11	7	8
Brand name of fabric	8	10	8	8	6
Kind of wool (unspecified)	7	7	7	8	6
Size of garment	4	8	4	3	1
Price of garment	3	4	3	3	1
Whether or not garment is imported	2	1	2	2	2
Name of store	2	2	2	3	2
Style number of garment, stock number	1	1	2/*	*	*
Whether garment is sanforized or preshrunk	1	2	2	1	1
Amount of shrinkage	1	2	1	2	1
Whether garment is colorfast	1	2	*	*	1
All others	1	2	2	1	1
Number of cases	2,425	569	586	519	751

1/ Percentages add to more than subtotals because some women named more than 1 type of label.

2/ Asterisk indicates less than 1 percent.

Table 50.--"Here are some labels that tell you what kind of wool the garment is made of." (Respondent shown card listing: wool, all wool, virgin wool, reused wool, reprocessed wool) "Have you ever seen such labels?" If yes, "Which ones have you seen? Have you seen _____ on suits, skirts, sweaters, other?"

Replies	Total	Age group			
		Under 30 years	30-39 years	40-49 years	50 years and over
	Percent	Percent	Percent	Percent	Percent
Have not seen such labels	13	6	9	11	23
Have seen such labels	87	94	91	89	77
"Wool"					
Not seen	24	25	23	25	24
Seen 1/	63	69	68	64	53
Suits	41	46	47	43	31
Skirts	39	51	47	39	25
Sweaters	46	56	50	47	36
Other 2/	41	39	44	45	38
Don't know	1	1	1	1	1
"All wool"					
Not seen	8	8	7	7	8
Seen 1/	79	86	84	82	69
Suits	50	53	55	55	39
Skirts	46	59	52	48	32
Sweaters	60	67	63	63	50
Other 2/	53	50	56	55	50
Don't know	1	1	3/*	1	*
"Virgin wool"					
Not seen	18	16	18	17	18
Seen 1/	69	78	73	72	59
Suits	25	27	29	27	17
Skirts	20	26	22	20	13
Sweaters	53	63	56	55	43
Other 2/	35	33	37	39	33
Don't know	1	1	1	1	1
"Reused wool"					
Not seen	56	73	56	48	49
Seen 1/	31	21	35	41	28
Suits	7	4	7	11	6
Skirts	5	5	5	8	3
Sweaters	5	4	5	7	5
Other 2/	27	17	32	35	25
Don't know	1	*	1	2	1
"Reprocessed wool"					
Not seen	53	68	50	47	48
Seen 1/	34	26	41	42	29
Suits	6	4	7	8	5
Skirts	4	4	5	5	3
Sweaters	4	4	6	4	4
Other 2/	30	21	37	37	27
Don't know	1	1	*	2	1
Number of cases	2,425	569	586	519	751

1/ Percentages (left column) add to more than the total who have seen each type of label because some women named more than 1 garment.

2/ Others include all types of wool garments; for reused and reprocessed wool, particularly blankets, snowsuits, outer jackets, etc.

3/ Asterisk indicates less than 1 percent.

Table 51.--"Here are some examples of labels or tags that tell you something about the percent of wool in the material." (Respondent shown card listing examples of various percent-of-wool labels) "Have you ever seen such labels?" If yes, "Have you seen them on suits, skirts, sweaters, other?"

Replies	Total	Age group			
		Under 30 years	30 - 39 years	40 - 49 years	50 years and over
	Percent	Percent	Percent	Percent	Percent
Have not seen "Wool percentage" labels	17	9	11	14	28
Have seen "Wool percentage" labels 1/	83	91	89	86	72
Suits	57	65	65	60	43
Skirts	52	67	61	54	32
Sweaters	63	75	69	62	49
Other 2/	59	60	62	62	54
Number of cases	2,425	569	586	519	751

1/ Percentages add to more than the total who have seen labels because some women named more than 1 garment.

2/ Other includes all types of wool garments.

Table 52.--"Here are examples of labels or tags that tell you that the fabrics were not made in the United States, that they were 'imported'." (Respondent shown card listing various examples of "imported" labels) "Have you ever seen such labels?" If yes, "Have you seen them on suits, skirts, sweaters, other?"

Replies	Total	Age group			
		Under 30 years	30 - 39 years	40 - 49 years	50 years and over
	Percent	Percent	Percent	Percent	Percent
Have not seen "imported" labels	42	35	38	42	52
Have seen "imported" labels 1/	58	65	62	58	48
Suits	28	32	33	28	22
Skirts	19	26	22	20	11
Sweaters	35	45	38	32	26
Other	32	32	32	34	30
Don't know	2	1	2	2	2
Number of cases	2,425	569	586	519	751

1/ Percentages add to more than the total who have seen labels because some women named more than 1 garment.

Table 53.--Women who had bought a suit, skirt, or sweater in the past year: "In buying this suit, (skirt, sweater), did you find out what fiber it was made of before deciding to buy?" If yes, "How did you find out about the fiber?"

Replies	Bought last year		
	Suits	Skirts	Sweaters
	Percent	Percent	Percent
Did not find out about fiber	30	31	12
Found out about fiber	1/ 70	1/ 69	1/ 88
Saw label or tag	37	38	59
Asked salesclerk about fiber	11	9	11
Salesclerk volunteered fiber	11	8	10
Could tell by appearance	7	7	1
Could tell by hand, feel	4	4	2
Fiber was specified in ad, catalog, display	4	2	5
Just knew what it was, know material (general)	2	4	3
Could tell through experience; had one like it before	1	1	1
Source of fiber information not specified	4	4	3
Number of cases	459	653	863

1/ Percentages add to more than subtotals because some women named more than 1 fiber source.

Table 54.--"In general, what do you think of imported fabrics?"

Replies	Total	Ownership of imports	
		Own imports	Do not own imports
	Percent 1/	Percent 1/	Percent 1/
Favorable answers	27	65	23
Fine quality, good grade, implies fine quality	10	23	9
Look beautiful, lovely, very nice, richer, smarter	6	13	5
Wear well, are durable, strong	5	16	4
Fine fabrics come from England, Scotland, France	4	14	3
Like imported fabrics	4	8	3
Interesting designs, patterns, colors	3	12	2
Soft, softer than domestic, not itchy, scratchy	3	9	2
Superior to domestic fabrics	3	8	3
Warm, warmer than domestic, heavier	1	2/ *	1
All other favorable answers	1	2	1
Unfavorable answers	13	8	14
Too costly; too expensive, higher price, not necessarily better fabric	6	5	7
Should buy American fabrics, would rather buy domestic	4	1	5
American fabrics are better, prefer domestic processes	2	2	2
All other unfavorable answers	2	2	2
Indifferent or indeterminate answers	50	27	52
Indifferent to fabric, not interested, don't know	34	7	36
American fabric just as good as imported, one is as good as the other	7	8	6
Cannot tell the difference	2	2	2
All other indifferent or indeterminate answers	8	10	8
Not ascertained	10	*	11
Number of cases	3/ 2,425	260	2,040

1/ Percentages add to more than the subtotals because some women gave more than 1 reply.
2/ Asterisk indicates less than 1 percent.
3/ One hundred twenty-five women who did not know whether or not any of their suits, skirts, or sweaters were imported or made of imported fabrics are included in the total but are not shown separately.

Table 55.--"This summer, did you store any of your woolen clothes, blankets, etc.--either at home or commercially? Did you mothproof any of your woolen things?"

Practice	Total	Age group				Size of place			Income group		
		Under 30 years	30-39 years	40-49 years	50 years and over	1,000,000 and over	2,500-1,000,000	Under 2,500	Under $3,000	$3,000-5,000	$5,000 and over
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Neither stored nor mothproofed	14	10	15	13	15	9	12	18	23	9	7
Stored and/or mothproofed	86	90	85	87	85	91	88	82	77	91	93
Stored at home only	76	80	75	80	74	77	78	76	69	81	82
Mothproofed at home	64	66	61	69	61	69	64	59	59	67	67
Mothproofed at home and commercially	1	1	2	1/*	1	1	2	1	1	1	2
Commercially mothproofed only	1	1	2	2	2	1	1	2	1	1	3
Did not mothproof	10	12	10	9	10	6	11	14	8	12	10
Stored both at home and commercially	5	5	6	3	4	9	5	1	2	5	8
Mothproofed at home	3	3	5	3	3	7	4	*	2	3	5
Mothproofed at home and commercially	1	1	*	*	1	1	*	1	*	1	1
Commercially mothproofed only	*	*	*	*	*	1	*	*	--	*	1
Did not mothproof	1	1	1	--	*	*	1	*	*	1	1
Stored commercially only	2	2	2	2	2	3	2	1	1	2	2
Mothproofed but did not store	3	3	2	2	5	2	3	4	5	3	1
Summary:											
Total stored at home	81	85	81	83	78	86	83	77	71	86	90
Total stored commercially	7	7	8	6	6	11	7	2	4	7	9
Total mothproofed at home or commercially	75	77	74	78	75	85	76	68	69	78	82
Number of cases	2,425	569	586	519	751	644	1,009	772	823	718	695

1/ Asterisk indicates less than 1 percent.

Table 56.--Women who stored and/or mothproofed woolen items at home: "Did you handle all your woolen things in the same way, or did you vary the method of mothproofing (storing) according to the item you were doing? What method of mothproofing and/or storing did you use?"

Methods of handling wool items	Handled all or most woolens the same	Varied handling of items						
		Blankets	Sweaters, blouses, shirts	Outer garments	Suits	Skirts, slacks	Acces-sories	Dresses
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Mothproofing methods:								
Crystals, nuggets	34	29	30	23	30	40	28	45
Moth balls	32	33	30	22	17	27	31	16
Liquid, spray	15	8	6	20	23	15	3	32
Flakes	8	12	10	10	5	13	15	7
Squares, cakes	5	3	6	11	6	2	--	13
Bombs	5	2	3	3	2	--	3	--
Commercial	4	3	2	11	9	5	5	--
All other	1	3	2	--	1	--	3	--
Agent not specified	1	2	2	1	--	4	3	--
Did not mothproof	13	16	18	17	14	13	15	13
Storing methods:								
Garment bags, plastic bags	50	17	23	77	79	48	10	77
Cedar chest	22	42	41	4	4	20	48	7
Closet, regular closet, regular wardrobe	9	6	1	11	9	7	--	7
Boxes, storage boxes, wooden boxes	8	16	12	1	2	7	23	--
Trunks, suitcases, foot lockers	5	7	6	1	1	2	7	3
Paperlining	5	7	5	4	2	15	3	3
Cedar lined closet	3	1	--	1	3	--	--	7
Drawers	1	4	11	1	--	7	5	3
Wrapped in paper	2/*	1	2	--	--	--	3	--
Paper storage closet	*	1	--	--	--	--	--	--
All other	1	1	2	2	2	2	--	--
Method not specified	1	*	--	1	--	2	--	--
Did not store	4	1	--	1	1	--	--	--
Number of cases	1,879	423	145	134	108	54	39	31

1/ Percentages add to more than 100 because some women named more than 1 method.
2/ Asterisk indicates less than 1 percent.

Table 57.--Women who gave wool items moth protection: "In total, how much did the materials you used for mothproofing and storing (at home) this past summer cost?" (Do not include cost of any permanent equipment such as plastic or cloth garment bags or cedar chests) "In total, what was the cost of having the mothproofing or storage done commercially?" (Do not include cleaning costs; only extra costs involved)

Type of protection given	Total females		Total reporting costs		Average cost reported 1/
	Number	Percent	Number	Percent	Dollars
Total who stored and/or mothproofed	2,101	86	1,849	77	2.09
At home only	1,876	77	1,719	71	1.50
Commercially only	46	2	41	2	11.09
Both at home and commercially	179	7	89	4	9.28
Home costs	179	7	148	6	2.48
Commercial costs	179	7	107	4	6.68
Total home costs	2,055	84	1,867	77	1.58
Total commercial costs	225	9	148	6	7.90

1/ Dollar figures must be interpreted with caution because of the proportions of women not reporting costs and because some who did report costs may not have been able to recall exactly after a lapse of some months.

Table 58.--"Have you ever seen a woolen clothing item which was labeled to tell you that it was made 'mothproof' by the manufacturer?" If yes, "Have you yourself ever bought such an item?"

Replies	Total	Age group				Size of place			Income group		
		Under 30 years	30 - 39 years	40 - 49 years	50 years and over	1,000,000 and over	2,500 - 1,000,000	Under 2,500	Under $3,000	$3,000- 5,000	$5,000 and over
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Have not seen woolen clothing labeled "mothproof"	74	77	75	70	74	73	74	75	79	73	68
Have seen woolen clothing labeled "mothproof"	26	23	25	30	26	27	26	25	21	27	32
Have never bought mothproofed item	18	17	18	19	19	19	18	17	16	18	21
Have bought mothproofed item	8	6	7	11	7	8	8	8	5	9	11
Number of cases	2,425	569	586	519	751	644	1,009	772	823	718	695

Table 59.--"Would you yourself be interested in having woolen garments made permanently mothproofed by the manufacturer?" If yes, "Would you be willing to pay 10¢ extra for a sweater in order to have it mothproofed? Would you be willing to pay 50¢ extra for a dress or suit in order to have it mothproofed? Would you be willing to pay $1 extra for a coat in order to have it mothproofed?"

Replies	Total	Age group				Size of place			Income group		
		Under 30 years	30-39 years	40-49 years	50 years and over	1,000,000 and over	2,500 - 1,000,000	Under 2,500	Under $3,000	$3,000 - 5,000	$5,000 and over
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Would not be interested in having woolen garments made permanently mothproofed	13	7	9	10	24	16	10	15	19	8	10
Would be interested in having woolen garments made permanently mothproofed	87	93	91	90	76	84	90	85	81	92	90
Would be willing to pay 10 cents extra for sweater	84	91	90	86	73	81	87	83	78	90	88
Would be willing to pay 50 cents extra for dress or suit	82	88	88	86	71	80	86	79	75	88	87
Would be willing to pay $1 extra for a coat	83	88	88	86	72	79	87	80	76	88	86
Number of cases	2,425	569	586	519	751	644	1,009	772	823	718	695

Table 60.--"Do you own a sewing machine in working order?" If "no," "Do you ever rent or borrow a sewing machine?" "Did you do any sewing on the machine during the past year?" "Did you use the machine for making new clothes, altering clothes, making household items, mending, other purposes?"

Background characteristics	Sewing machines			Sewing machine use in past year							Cases
						Machines used for					
	Owned	Rented or borrowed	Not owned, rented or borrowed	Not used	Used	Mending	Making new clothes	Altering clothes	Making household items	Other	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
United States total --------	62	7	31	11	1/ 58	46	40	37	35	1	2,425
Age group:											
Under 30 years ----------	44	16	40	9	51	36	39	30	25	1	569
30 - 39 years ----------	63	6	31	9	60	48	42	40	38	2/ *	586
40 - 49 years ----------	69	4	27	10	63	52	42	40	40	*	519
50 years and over --------	71	3	26	14	60	49	37	35	39	1	751
Community size:											
1,000,000 and over -------	53	6	41	10	49	40	29	29	28	*	644
2,500 - 1,000,000 --------	60	8	32	11	57	42	38	36	31	1	1,009
Under 2,500 -------------	74	6	20	11	69	57	51	44	47	1	772
Education:											
Grammar school ----------	63	3	34	12	54	42	35	31	34	1	771
High school -------------	61	9	30	10	60	48	41	37	35	1	1,224
College -----------------	66	8	26	11	63	50	43	43	39	1	430
Income:											
Under $3,000 ------------	58	7	35	10	55	42	39	34	35	1	823
$3,000 - 5,000 ----------	64	7	29	11	60	47	38	36	36	*	718
$5,000 and over ----------	68	8	24	11	65	52	43	42	38	*	695
Employment status:											
Housewives --------------	65	7	28	10	62	50	41	38	39	1	1,706
Employed women ----------	57	7	36	12	52	40	38	34	29	*	699
Full time -------------	57	6	37	14	49	37	36	31	25	*	505
Part time -------------	59	9	32	9	59	47	42	40	40	1	194
"Meet the public" work -	61	5	34	9	57	44	39	39	32	1	335
Other type work --------	54	9	37	15	48	35	36	29	28	*	364

1/ Percentages for use of sewing machines add to more than the total who used machines because some women named more than 1 use.
2/ Asterisk indicates less than 1 percent.

Table 61.--Women who sewed new clothes in the past year: "In all, how many different garments did you make during the past year?"

Number of garments sewn during past year	Total making new clothes	Age group			
		Under 30 years	30-39 years	40-49 years	50 years and over
	Percent	Percent	Percent	Percent	Percent
Less frequent sewers	38	41	32	38	40
1-2 garments	9	12	7	9	9
3-4 garments	14	13	10	13	18
5-6 garments	15	16	15	16	13
Moderate sewers	24	24	26	22	25
7-9 garments	10	10	10	10	11
10-12 garments	14	14	16	12	14
Frequent sewers	32	27	36	34	31
13-18 garments	9	10	8	8	8
19-24 garments	7	5	9	8	6
More than 24 garments	16	12	19	18	17
Not ascertained	6	8	6	6	4
Median number of items	9	8	10	9	9
Number of cases	962	221	249	218	274

Table 62.--Women who sewed new clothes in the past year: "Do you ever get help or advice from anyone on your sewing?" If "yes," "From whom?"

Replies	Total making new clothes	Age group				Sewing frequency		
		Under 30 years	30 - 39 years	40 - 49 years	50 years and over	Less frequent	Moderate	Frequent
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Do not get help -------	58	37	51	69	72	57	57	58
Get help 1/ ----------	42	63	49	31	28	43	43	42
Relative ------------	23	43	25	13	15	24	29	19
Friend --------------	18	22	23	16	12	18	13	23
School --------------	3	4	2	3	1	2	1	4
Sewing machine store	3	1	6	2	2	3	3	2
Seamstress, dressmaker -------------	1	2/*	1	1	1	*	1	2
Other sources -------	1	1	1	--	1	1	1	1
Number of cases --	962	221	249	218	274	363	233	310

1/ Sources of help add to more than the total getting help because some women named more than 1 source.

2/ Asterisk indicates less than 1 percent.

Table 63.--Women who sewed new clothes in the past year: "What are all the new garments you've sewn during the past year?"

Types of garments sewn	Total making new clothes	Age group			
		Under 30 years	30 - 39 years	40 - 49 years	50 years and over
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Women's garments:					
Dresses -------------	71	62	67	74	79
Skirts --------------	41	55	44	43	24
Blouses -------------	34	44	37	33	23
Lingerie ------------	16	10	8	19	25
Suits or coats ------	11	10	11	11	11
Other ---------------	26	20	20	28	37
Men's garments:					
Shirts --------------	9	9	14	10	5
Lounging or sleeping garments ----------	7	5	8	9	8
Underwear -----------	2	2	2	5	1
Other ---------------	2	1	1	4	1
Children's garments:					
Dresses -------------	41	40	58	37	31
Skirts --------------	26	24	39	29	15
Suits or coats ------	14	16	16	17	7
Other ---------------	35	41	46	34	21
Infant's wear ---------	13	16	15	12	9
Number of cases --	962	221	249	218	274

1/ Percentages add to more than 100 because some women named more than 1 garment.

Table 64.--Women who sewed new clothes in the past year: "What types of fabrics did you use?"

Background characteristics	Fabrics used														Cases
	Cotton	Wool	Wool and Orlon	Wool and rayon	Other wool blends	Cotton and rayon	Rayon or acetate	Nylon	Silk	Orlon	Dacron	Linen	Others	Not specified	
	Per-1/ cent	Per-1/ cent	Per-1/ cent	Per-1/ cent	Per-1/ cent	Per-1/ cent	Per-1/ cent	Per-1/ cent	Per-1/ cent	Per-1/ cent	Per-1/ cent	Per-1/ cent	Per-1/ cent	Per-1/ cent	Number
Total new-clothes sewers	97	30	1	1	1	1	24	20	13	3	2	2	1	3	962
Age group:															
Under 30 years	96	31	3	1	1	1	17	17	14	2	1	2	1	4	221
30 - 39 years	97	34	1	2	--	1	29	22	9	5	4	2	2	4	249
40 - 49 years	97	33	--	--	1	1	29	24	15	5	3	2/ *	1	3	218
50 years and over	96	23	1	1	1	1	22	17	12	1	2	2	1	3	274
Sewing frequency:															
Less frequent	93	17	1	1	--	*	12	6	7	2	1	1	1	2	363
Moderate	96	27	2	2	1	1	21	15	12	2	1	2	1	5	233
Frequent	100	47	2	1	2	2	40	40	19	6	4	4	3	4	310
Types of garments sewn:															
Women's--															
Dresses	92	11	*	*	*	*	19	13	11	2	2	1	1	2	682
Skirts	77	33	1	1	1	1	10	2	1	2	1	*	1	2	391
Blouses	88	5	--	--	1	--	8	11	7	1	2	--	--	1	326
Lingerie	79	--	--	--	--	--	14	11	5	1	1	--	--	1	153
Suits or coats	24	52	1	2	1	2	21	4	2	4	1	4	--	6	104
Other	91	5	--	*	*	--	6	2	2	1	*	--	*	1	255
Men's--															
Shirts	85	6	1	--	--	--	8	14	1	4	--	--	--	1	89
Lounging/sleeping	95	3	--	--	--	--	1	--	--	1	1	--	--	--	71
Other	89	5	--	--	--	--	8	--	--	--	5	--	--	--	37
Children's--															
Dresses	94	4	--	--	--	--	12	18	5	1	1	1	*	1	399
Skirts	80	25	--	1	*	--	7	3	2	2	*	*	1	1	252
Suits or coats	34	60	1	1	--	1	10	2	1	1	1	1	1	1	132
Other	95	4	--	--	--	--	1	5	3	*	*	--	*	--	335
Infants'	93	7	--	--	--	--	2	6	3	1	1	--	--	1	125

1/ Percentages add to more than 100 because some women used more than 1 kind of fabric.
2/ Asterisk indicates less than 1 percent.

Table 65.--New-clothes sewers who made wool garments in the past year: "In what type of store(s) do you buy wool yard goods -- department store, yard goods store, other?" "Is this store (are these stores) neighborhood, downtown, located in a nearby city?"

Background characteristics	Types of outlets				Location of outlets				Cases
	Department store	Yard goods store	Mill or factory	Not ascertained	Neighborhood store	Downtown store	In a nearby city	Not ascertained	
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Number
Total who sewed with wool in past year -----	80	27	5	1	19	51	37	2	289
Community size:									
1,000,000 and over --------	57	50	3	2	41	46	24	3	68
2,500 - 1,000,000 ---	91	14	6	1	8	69	28	1	127
Under 2,500 --	83	28	4	--	18	30	60	2	94
Sewing frequency:									
Less frequent sewers -------	81	19	5	1	13	51	35	3	63
Moderate sewers -------	74	31	5	--	16	60	34	3	62
Frequent sewers	83	29	4	--	21	51	37	1	146

1/ Percentages add to more than 100 because some women named more than 1 type of outlet or location.

Table 66.--"Have you done any knitting in the past year?" If "no," "Have you ever done any knitting at any time in the past?"

Background characteristics	Knit during past year	Have knit in the past	Have never knit	Cases
	Percent	Percent	Percent	Number
United States total	9	22	69	2,425
Age group:				
Under 30 years	11	17	72	569
30 - 39 years	9	18	73	586
40 - 49 years	8	23	69	519
50 years and over	8	27	65	751
Community size:				
1,000,000 and over	15	30	55	644
2,500 - 1,000,000	8	20	72	1,009
Under 2,500	6	16	78	772
Education:				
Grammar school	5	18	77	771
High school	9	21	70	1,224
College	17	31	52	430
Income:				
Under $3,000	5	17	78	823
$3,000 - 5,000	10	20	70	718
$5,000 and over	13	27	60	695
Employment status:				
Housewives	9	22	69	1,706
Employed women	10	22	68	699
Full time	9	22	69	505
Part time	12	20	68	194
"Meet the public" work	12	21	67	335
Other type work	8	22	70	364

Table 67.--Women who knit in the past year: "In all, how many different things have you knit during the past year?"

Number of items knit	Total who knit during past year		Age group				Community size					
			Under 40 years		40 years and over		1,000,000 and over		2,500 - 1,000,000		Under 2,500	
	Percent		Percent		Percent		Percent		Percent		Percent	
Less frequent knitters	----	69	----	71	----	66	----	73	----	66	----	66
1 item	25		27		22		27		27		17	
2 items	17		19		15		19		18		13	
3 items	17		19		15		15		12		28	
4 items	10		6		14		12		9		8	
Frequent knitters	----	28	----	26	----	31	----	22	----	34	----	32
5 items	5		6		5		5		5		6	
6, 7 or 8 items	7		5		8		4		10		6	
9, 10 or 11 items	4		4		5		4		4		5	
12 items or more	12		11		13		9		15		15	
Number of items not specified	----	3	----	3	----	3	----	5	----	--	----	2
Number of cases	221		114		107		94		80		47	

Table 68.--Women who knit in the past year: "What types of yarns did you use?"

Background characteristics	Yarns used												Cases
	Wool	Wool and nylon	Wool and rayon	Wool and silk	Other wool blends	Nylon	Orlon	Cotton	Dacron	Angora	Others	Not specified	
	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Number
Total knitters	81	9	2	1	*[2]	29	6	5	2	1	2	2	221
Age group:													
Under 40 years	77	10	1	--	--	31	7	3	3	2	1	2	114
40 years and over	86	7	3	2	1	26	5	6	2	--	4	3	107
Knitting frequency:													
Frequent	81	19	3	--	--	43	9	6	5	2	3	3	63
Less frequent	81	5	1	1	1	23	3	3	1	1	1	1	152
Types of items knit:													
Sweaters	82	5	1	1	1	17	1	--	3	--	1	1	97
Accessories	73	7	--	1	--	27	5	1	2	1	1	1	134
Infants'	63	8	1	--	--	44	10	--	3	--	--	1	76
Other	75	--	4	--	--	--	2	19	--	--	6	4	46

[1] Percentages add to more than 100 because some women used more than 1 kind of yarn.
[2] Asterisk indicates less than 1 percent.

Table 69.--"We've already mentioned knitting and sewing. Now we'd like to know if you've done any of the following during the past year -- crocheting, rugmaking, weaving?" "Have you done any other type of needlework that involves yarns or threads? What type of work is that?"

Background characteristics	Type of needlework done								Cases
	Crocheting	Embroidery	Rug making	Needlepoint	Quilting	Weaving	Tatting	Other	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
United States total	22	21	7	3	2	1	1	1	2,425
Age group:									
Under 30 years	19	27	5	1	1	1	1	1	569
30 - 39 years	18	18	5	3	1	1	1/*	*	586
40 - 49 years	24	20	8	2	2	1	2	1	519
50 years and over	28	18	9	4	4	2	2	1	751
Community size:									
1,000,000 and over	18	15	7	4	*	1	1	1	644
2,500 - 1,000,000	21	22	6	3	1	2	1	1	1,009
Under 2,500	27	24	8	1	4	1	2	1	772
Education:									
Grammar school	22	18	7	1	4	1	1	1	771
High school	24	24	6	3	1	1	1	1	1,224
College	19	16	8	7	1	3	2	1	430
Income group:									
Under $3,000	24	21	7	2	4	1	1	2	823
$3,000 - 5,000	24	23	8	2	1	1	1	1	718
$5,000 and over	21	20	6	5	1	2	1	1	695
Employment status:									
Housewives	25	22	7	3	2	1	1	1	1,706
Employed women	18	17	7	3	1	1	1	1	699
Full time	16	15	5	3	1	1	1	1	505
Part time	22	22	9	4	2	2	*	3	194
"Meet the public" work	21	18	6	5	1	2	1	1	335
Other type work	16	16	7	1	1	1	1	1	364

1/ Asterisk indicates less than 1 percent.

istics questions, and some interviewer instructions, the questionnaire used with women is reproduced below. In instances where an identical series of questions was used for different items of clothing, this series is indicated but not repeated.

Stewart, Dougall & Associates, Inc.
30 Rockefeller Plaza
New York 20, New York

Budget Bureau No. 40-5564.1
Expiration Date - Dec. 31, 1955
Date - October 1955

F I B E R S T U D Y

SUITS

1. I'd like to talk with you about ready-made fall, winter and spring suits. By suits we mean a skirt and jacket that are worn together as an outfit, usually along with a blouse.

   Do you have any ready-made fall, winter or spring suits at the present time? (If "NO", skip to SKIRT Section)

2. Have you bought any such suits for yourself during the past year? (Since _____, 1954) (If "NO", skip to Question 10.)

3. Let's talk about the suit you bought for yourself most recently.
   a. When did you buy this suit?
   b. Can you tell me the most important reason why you happened to select this particular suit? What other things influenced you to select this suit? (PROBE)
   c. In buying this suit, did you find out what fiber it was made of before deciding to buy?

   If "YES"
   d. How did you find out about the fiber?

   e. All things considered, how important to you was the type of fiber this suit was made of when you were deciding whether or not you would buy it? Would you say it was ... the most important consideration, very important, fairly important, or not important at all?

   ASK IF FIBER NOT YET MENTIONED:
   f. (SHOW CARD A) What fiber is the suit made of? (Do not include lining)
   g. How is it that you happened to buy a suit made of (name fiber in Q. 3f) this last time? (PROBE)

4. Again, considering this last suit...
   a. Can you tell me where you got your ideas about what kind of suit to buy? (PROBE)
   b. Did you get any ideas about this last suit you bought from ... television, radio, newspapers, movies, fashion magazines, other magazines?

   IF MORE THAN ONE CHECKED "YES" IN QUESTION 4b:
   c. Which one of these do you think was the most helpful?

5. a. Did you buy it in the first store (place) you went to, or did you do any shopping or looking around in several stores (places) before you bought this suit?

   IF "SEVERAL STORES (PLACES)":
   b. About how many stores (places) did you go to? (Include the one in which the suit was bought)

6. Did you do any window shopping in looking for this suit?

7. a. Did you discuss this suit with anyone--husband, friend, neighbor, relative--at any time before you bought it?

   IF "YES":
   b. With whom did you discuss it most?
   c. What specific features did you discuss with (him) (her)? (PROBE)
   d. Would you say that the ideas of your (name person in Q. 7b) influenced you in selecting this last suit?

8. a. Were you alone when you actually made the purchase of this last suit, or was someone else with you?

IF "WITH SOMEONE ELSE":

b. Who was along with you?

9. a. Now that you've had and worn this suit for a while, would you say you were completely satisfied with it, fairly satisfied, not satisfied at all?

b. Why is that? (PROBE)

10. a. I'd like to talk with you about all the ready-made fall, winter and spring suits that you've worn during the past twelve months.

What fibers are your suits made of and how many do you have of each?

FOR EACH FIBER OWNED:

b. How many of these were bought in the past year?

11. a. How do you take care of your fall, winter and spring suits--are they washed or dry cleaned?

IF "DRY CLEANED ONLY":

b. Do you wash any of your suits? (Fall, winter, spring only)

IF ANY SUITS ARE WASHED (either in 11a or 11b)

c. What kind of suit(s) are washed? (Name fiber)

d. How did you happen to decide to wash these?

IF "LABEL" OR "TAG" NOT NAMED:

e. Did a label or tag on the suit suggest washing to you?

IF NO SUITS ARE WASHED (in 11b)

f. Have you ever tried washing a fall, winter or spring suit?

IF "YES"

g. What kind? (Name fiber)

h. How did you happen to decide to wash it?

IF "LABEL" OR "TAG" NOT NAMED:

i. Did a label or tag suggest washing to you?

j. Why are you no longer washing this suit?

12. a. If you could be sure of good results, how would you prefer to take care of all of your suits--regardless of fiber? Would you want them washed or dry cleaned?

b. Why is that? (PROBE)

c. Is there anything you don't like about this method for suits?

IF "YES" - (What)?

13. Which fiber have you had the most experience with for fall, winter and spring suits?

14. a. Of all the fibers used for fall, winter and spring suits which one would you say is best for these suits?

b. What are all the things that you particularly like about this fiber for fall, winter and spring suits? (PROBE)

c. Is there anything that you dislike about this fiber for suits?

IF "YES" (What)?

15. a. Considering wool suits for a moment -- in general, do you prefer a tightly-woven fabric with a hard finish or do you prefer a more loosely-woven fabric with a soft finish?

b. Why is that? (PROBE)

16. I would like to ask your opinion of a few suit fibers besides the one you told me you prefer.

a. What are all the things that you think are good about (wool) (rayon or acetate) (Orlon) (Dacron) (wool and rayon) (wool with Dacron or Orlon or nylon) for fall, winter and spring suits? (PROBE)

b. What are the things that are not so good about (wool) (rayon or acetate) (Orlon) (Dacron) (wool and rayon) (wool with Dacron or Orlon or nylon) for fall, winter and spring suits? (PROBE)

SKIRTS

(With the exception of questions 15a and b, the above questions on suits were repeated with reference to fall, winter, and spring skirts.)

SWEATERS

(Questions 1 through 10a,b on suits were repeated with reference to sweaters.)

11. For each different fiber checked in Question 10a, ask the following questions:

a. Considering most of your (name of fiber) sweaters, do you usually wash them or do you dry clean them?

b. How did you decide on this method?

IF "LABEL OR TAG" NOT MENTIONED

c. Did a label or tag on sweater suggest this method to you?

d. Is there anything you don't like about the way the sweaters came out?

IF "YES"

e. What?

IF USUALLY "DRY CLEANED" (See question 11a)

f. Have you ever washed sweaters made of (name fiber)?

IF "YES"

g. Describe the type of soap or detergent, water temperature, etc.

h. How would you describe your experience with washing this type of sweater -- very satisfactory, fairly satisfactory, not satisfactory?

i. Why is that?

IF "NO" TO QUESTION 11f:

j. How is it that you have never tried washing this type of sweater? (PROBE)

12. a. If you could be sure of good results, how would you prefer to take care of all your sweaters, regardless of fiber. Would you want them washed or dry cleaned?

b. Why is that?

c. Is there anything you don't like about this method for sweaters?

IF "YES" (What)?

13. Which fiber have you had the most experience with for sweaters?

14. a. Of all the fibers used for fall, winter and spring sweaters which one would you say is best for these sweaters?

b. What are all the things that you particularly like about this fiber for sweaters? (PROBE)

c. Is there anything that you dislike about this fiber for sweaters?

IF "YES" (What)? (PROBE)

15. I would like to ask your opinion of a few sweater fibers besides the one you told me you prefer.

a. What are all the things that you think are good about (wool) (cashmere) (nylon) Orlon) (Vicara) for sweaters? (PROBE)

b. What are the things that are not so good about (wool) (cashmere) (nylon) (Orlon) (Vicara) for sweaters? (PROBE)

LABELS

1. In shopping for woolen garments for yourself, you've probably noticed various labels or tags attached. Can you tell me what kinds of tags or labels you've seen on woolens--what kind of information did they give?

2. (SHOW CARD D) Here are some examples of labels or tags that tell you something about the percent of wool in the material.

a. Have you ever seen such labels?

IF "YES," ASK:

b. Have you seen them on suits, skirts, sweaters, other?

c. In buying wool garments for yourself, how often do you look to see if they're labeled as to percent of wool?

d. In buying suits, skirts or sweaters, how important is it to you to have them labeled to tell you what percentage of wool they contain?

3. (SHOW CARD C) Here are some labels that tell you what kind of wool the garment is made of.
   a. Have you ever seen such labels?
      IF "YES," ASK:
      b. Which ones have you seen? Wool, all wool, virgin wool, reused wool, reprocessed wool.
         FOR EACH SEEN:
         c. Have you seen (repeat label) on suits, skirts, sweaters, other?
   d. In buying wool garments for yourself, how often do you look to see if they're labeled as to kind of wool?
   e. In buying suits, skirts and sweaters--how important is it to you to have them labeled to tell you what kind of wool they contain?

4. (SHOW CARD E) Here are examples of labels or tags that tell you that the fabrics or garments were not made in the United States, that they were "imported."
   a. Have you ever seen such labels?
      IF "YES"
      b. Have you seen them on suits, skirts, sweaters, other?
   c. In general, what do you think of imported fabrics? (PROBE)
   d. Are any of your suits, skirts, or sweaters imported or made of imported fabrics?
      IF IMPORTED SWEATER(S) OWNED:
      e. Are they (is it) wool or cashmere?

KNITTING

Now I'd like to talk with you about different types of needlework many women in this country do.

1. a. Have you done any knitting during the past year?
      IF "NO"
      b. Have you ever done any knitting at any time in the past?
         IF "YES," ASK:
         c. About how long ago did you last do any knitting?
         d. Why is it that you haven't done any knitting more recently?

ASK ALL WHO HAVE KNIT IN THE PAST YEAR

2. a. In all, how many different things have you knit during the past year?
   b. Is this more, less, or about the same as the number of things you've knit per year in the past?
      IF "MORE" OR "LESS":
      c. Why is that?

3. a. During the past year, did you knit any women's sweaters, women's dresses, women's accessories (socks, gloves, scarfs, etc.), men's sweaters, men's accessories (socks, ties, gloves, scarfs, etc.), children's sweaters, children's accessories (socks, ties, gloves, scarfs, etc.), infants' items, household items, any other items?

   IF "WOOL" YARN NOT LISTED:
   4. How is it that you have not used wool yarn during the past year? (PROBE)

   IF "WOOL" YARN LISTED:
   5. Have you had any difficulty during the past year in getting just what you wanted in wool yarns?
      IF "YES" (Describe)

6. All in all, do you have any over-all suggestions as to how wool yarns for knitting could be improved?

HOME SEWING

1. a. Do you own a sewing machine in working order?
      IF "NO"
      b. Do you ever rent or borrow a sewing machine?

   ASK OF MACHINE OWNERS OR RENTERS:
   2. a. Did you do any sewing on the machine during the past year?
         IF "YES":
         b. Did you use the machine for making new clothes, altering clothes, making household items, mending, other?

ASK OF NEW-CLOTHES SEWERS:

3. In all, how many different garments did you make during the past year?

4. a. What are all the new garments you've sewn during the past year --

Women's suits or coats	Men's lounging or sleeping garments
Women's dresses	Any other men's garments
Women's skirts	Children's suits or coats
Women's blouses	Children's dresses
Women's lingerie	Children's skirts
Any other women's garments	Any other children's garments
Men's shirts (all types)	Infants' wear (all types)
Men's underwear	

IF WOOL FABRIC NOT LISTED:

5. a. Have you ever made anything out of wool?

b. Did you consider making anything out of wool this past year?

c. How is it that you have not made anything out of wool in the past year? (PROBE)

IF WOOL FABRIC LISTED:

6. a. In what type of store(s) do you buy wool yard goods -- department store, yard goods store, other?

b. Is this store(s) a neighborhood store, downtown store, located in a nearby city, other?

7. In shopping for wool yard goods last year ...

a. Did you have any difficulty in getting the quality you wanted?

IF "YES" (Describe)

b. Did you have any difficulty in getting the color you wanted?

IF "YES" (Describe)

c. Did you have any difficulty in getting wool fabrics in patterns or designs you liked?

IF "YES" (Describe)

d. Did you have any difficulty in getting wool fabrics at the price you wanted to pay?

IF "YES" (Describe)

ALL SEWERS OF NEW CLOTHES:

8. All in all, do you have any over-all suggestions as to how wool fabrics for sewing could be improved? (PROBE)

9. a. Did you buy any clothing patterns during the past year?

IF "YES":

b. Are you usually able to get just what you want in the way of patterns, or do you have any difficulty?

IF "DIFFICULTY", (Describe)

c. In general, are the patterns entirely satisfactory to work with or do you have trouble with any of them?

IF "TROUBLE", (Describe)

d. Do you have any over-all suggestions as to how garment patterns could be improved?

IF "YES" (Specify)

10. a. Is there a convenient store where you can get notions such as thread, zippers, buttons, etc.?

IF "YES":

b. Is the selection of these supplies in this store completely satisfactory or are you dissatisfied in any way?

IF "DISSATISFIED IN SOME WAY":

c. In what way? (PROBE)

11. a. Do you ever get help or advice from anyone on your sewing?

IF "YES":

b. From whom -- friend, relative, sewing machine store, other store, school, other?

OTHER NEEDLEWORK CRAFTS

1. We've already mentioned knitting and sewing. Now we'd like to know if you've done any of the following during the past year ... crochet, make rugs, weave?

2. a. Have you done any other type of needlework that involves yarns or threads?

   IF "YES":

   b. What type of work is that?

WOOL STORAGE AND MOTHPROOFING

1. a. This summer, did you store any of your woolen clothes, blankets, etc. -- either at home or commercially?

   IF "DID NOT STORE":

   b. Did you mothproof any of your woolen things?

      IF "NO", ASK QUESTION 1c:

      c. How is it that you did not mothproof or store any of your woolen things?

   IF "STORED AT HOME" OR "BOTH AT HOME AND COMMERCIALLY":

   d. Did you mothproof any of your things before you put them away at home?

2. a. Did you handle all your woolen things in the same way, or did you vary the method of mothproofing (storing) according to the item you were doing?

   b. What method of mothproofing and/or storing did you use?

Storing:	Mothproofing: Type of Agent		
Paper lining	Liquid	Mothballs	Squares
Garment bags	Crystals	Powder	Commercial
Cedar chest	Flakes	Bombs	Other agent (specify)
Other storing (specify)			

3. In total, how much did the materials you used for mothproofing and storing this past summer cost? (Do not include cost of any permanent equipment such as plastic or cloth garment bags or cedar chests)

   IF "STORED COMMERCIALLY" OR "BOTH AT HOME AND COMMERCIALLY"

4. In total, what was the cost of having the mothproofing or storage done commercially? (Do not include cleaning costs; only extra costs involved)

ASK ALL WOMEN:

5. In the past year, were any of your woolen things damaged by moths?

   IF "YES," ASK:

6. a. What items?

   b. Were these protected against moths and, if so, how? (Commercial; home storage only, home mothproofing only, both--home)

   c. Was the damaged item repaired?

      d. IF "REPAIRED" -- What was the cost of repair?

      e. IF "DAMAGED BEYOND REPAIR" -- What was the initial cost of the item?

7. a. Have you ever seen a woolen clothing item which was labeled to tell you that it was made "mothproof" by the manufacturer?

   IF "YES":

   b. Have you yourself ever bought such an item?

      IF "YES":

      c. What was it?

      d. Did you find that the statements about "mothproofed" held true as you used the item, or did you find that you had to treat these items in the same way that you normally treat woolen items?

         IF "HAD TO TREAT ITEMS IN SAME WAY":

         e. Why is that?

8. a. Would you yourself be interested in having woolen garments made permanently mothproofed by the manufacturer?

   IF "YES":

   b. Would you be willing to pay 10¢ extra for a sweater in order to have it mothproofed?

   c. Would you be willing to pay 50¢ extra for a dress or suit in order to have it mothproofed?

   d. Would you be willing to pay $1.00 extra for a coat in order to have it mothproofed?

CARD A

Wool

Rayon or acetate

Cotton

Dacron

Orlon

Wool and rayon

Wool and Dacron

Wool and cotton

Any other fibers or mixtures (specify)

CARD B

Wool

Cotton

Cashmere

Nylon

Orlon

Vicara

Any other fibers or mixtures (specify)

CARD C

"Wool"

"All wool"

"Virgin wool"

"Reused wool"

"Reprocessed wool"

CARD D

All wool

90% wool - 10% "other fiber(s)"

75% wool - 25% "other fiber(s)"

50% wool - 50% "other fiber(s)"

40% wool - 60% "other fiber(s)"

25% wool - 75% "other fiber(s)"

etc.

CARD E

"Imported"

"Made of imported wool"

"Made in England"

"Made in Scotland"

"Made of imported fabric"

etc.

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